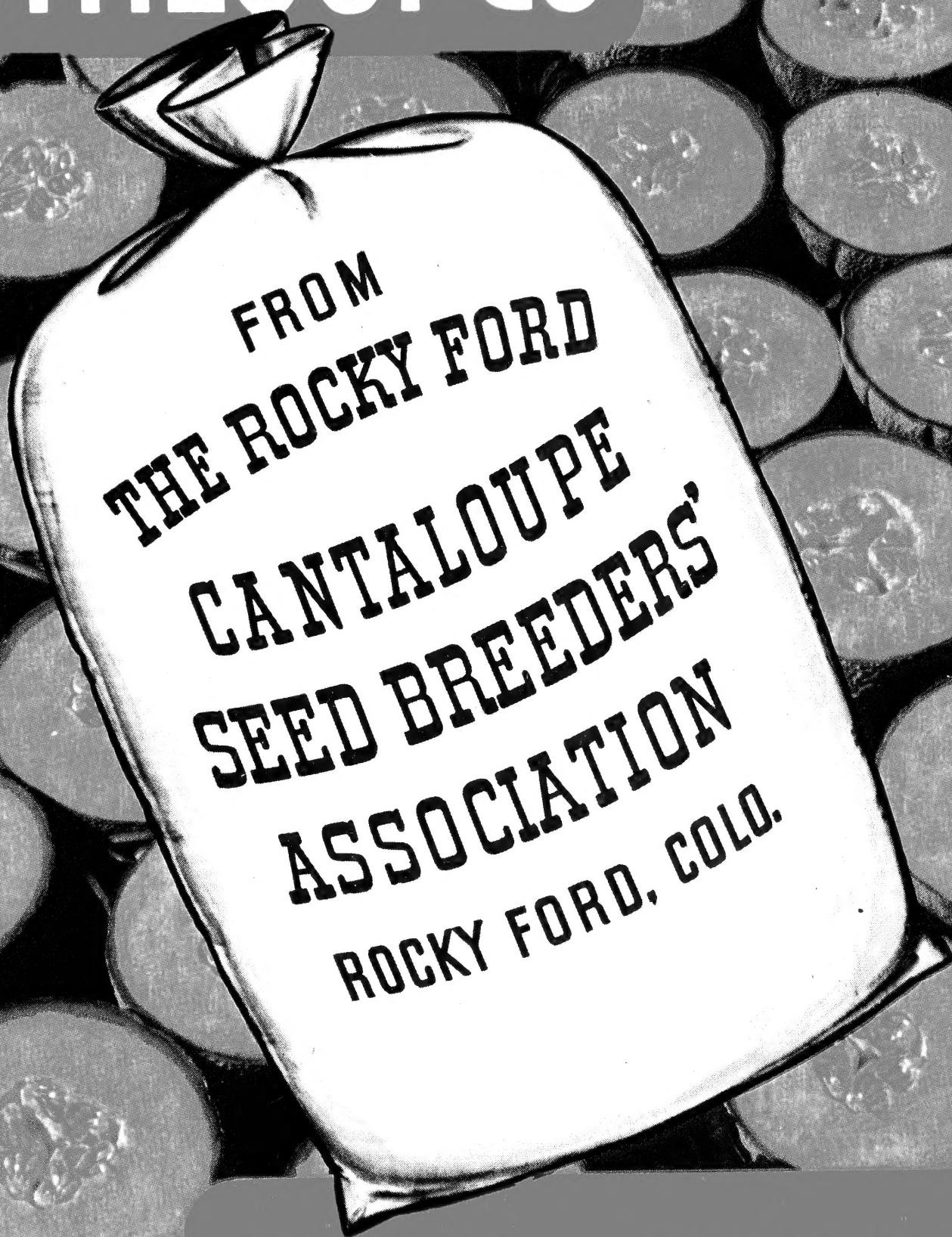


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1944 MANUAL ON
CANTALOUPE



CATALOG *and* **PRICE LIST**

ROCKY FORD



INCORPORATED 1909

The Rocky Ford Cantaloupe Seed Breeders Association

JAMES B. RYAN, SECRETARY

ROCKY FORD, COLORADO

Specializing
in the Famous
Rocky Ford
Cantaloupe
Seed

Season of 1944.

To Our Customers:

Thirty-four years ago we began our cantaloupe seed business. The need of this organization had been suggested by the many letters of inquiry for a reliable source of cantaloupe seed. Because of early slipshod practices in harvesting, previous to the organization of The Rocky Ford Cantaloupe Seed Breeders Association, it was almost impossible to buy good reliable stock of any varieties of cantaloupes. The Association was formed to develop and produce pedigreed cantaloupe seed and to sell only such stock. To this end The Rocky Ford Cantaloupe Seed Breeders Association has championed the cause of better cantaloupes, primarily by furnishing the highest grade of seed that it is possible to develop.

We have also furnished the fullest information within our reach regarding cantaloupes. We publish a cultural booklet giving information on growing and harvesting cantaloupes and combating diseases and insects. This booklet can be had free of charge upon request. We also try to answer completely and accurately the many letters of inquiry dealing with all phases of growing cantaloupes.

Our efforts through 34 years have been greatly appreciated by the cantaloupe men of the United States, and we hope to merit your confidence. As we enter another season may we again be of assistance to you?

With our best wishes for your

success, we are

Very truly yours,

THE ROCKY FORD CANTALOUPE SEED BREEDERS ASSN.

James B. Ryan
Secretary.

CANTALOUPE IN 1944

Presenting Our New Manual

ANOTHER SEASON has come and gone with its varied fortunes, and every cantaloupe grower has had another opportunity to gain new lessons of experience. Yet, after years of careful efforts, he cannot always be assured of success, for there are some elements over which he has no control. Before you begin a study of this Manual, we want to use a few lines in discussing one of these elements over which the grower has no control.

The seed business is done entirely on confidence. The grower's source of seed must be one in which he places full confidence that he will get what he pays for. When you buy seed, you are buying two things: first, the seed that you plant in the ground to grow your crops, and second, you get a promise from the seedsman that the seed is what you want. This promise cannot be fulfilled until harvest after a season of hard work. The promise is of equal importance to the seed you buy.

While the grower can control the element of care given in producing cantaloupes, and can regulate the methods of harvesting, that grower has no control over his seed supply except that he locates and buys seed from a reliable seed producer. Since one of the most important factors in growing a good crop is the seed that is used, every farmer must be certain that he buys pure seed of high quality.

Our long experience in developing and producing cantaloupe seed is your assurance that seed bought from us will be the finest that it is possible to secure. The reputation and confidence that we enjoy is your assurance that the promises we make regarding our seed will be fulfilled in your harvest.

Hand-cut Seed

All our seed is hand-selected and hand-cut to insure quality, purity and selection. Each separate melon is inspected at least twice before it is saved for seed. We grow and harvest all our own seed, giving it our close personal supervision at every stage of growing, harvesting, milling and shipping. While these methods are more expensive than less careful methods of producing seed, they are the only methods that insure the seed you buy will give the best results.



This is a picture of part of our trial grounds. Each white stake marks the corner of a plat which has been planted with the seed of a single cantaloupe.

Ceiling Prices

As this catalog is prepared, it appears that the government will place ceiling prices on certain vegetable seeds, but just what seeds will be affected or what the ceilings may be is not known at the time this catalog is printed. If ceiling prices, as established by the government, necessitate it, our prices will be changed to meet these requirements. However, we have prepared our prices as carefully and as fairly as possible. Therefore, regardless of what the ceiling prices may be, we will make no increases in our prices as listed. On the other hand, if the government requires it, our prices will be lowered to conform with any ceilings that may be below what we have set in this catalog.

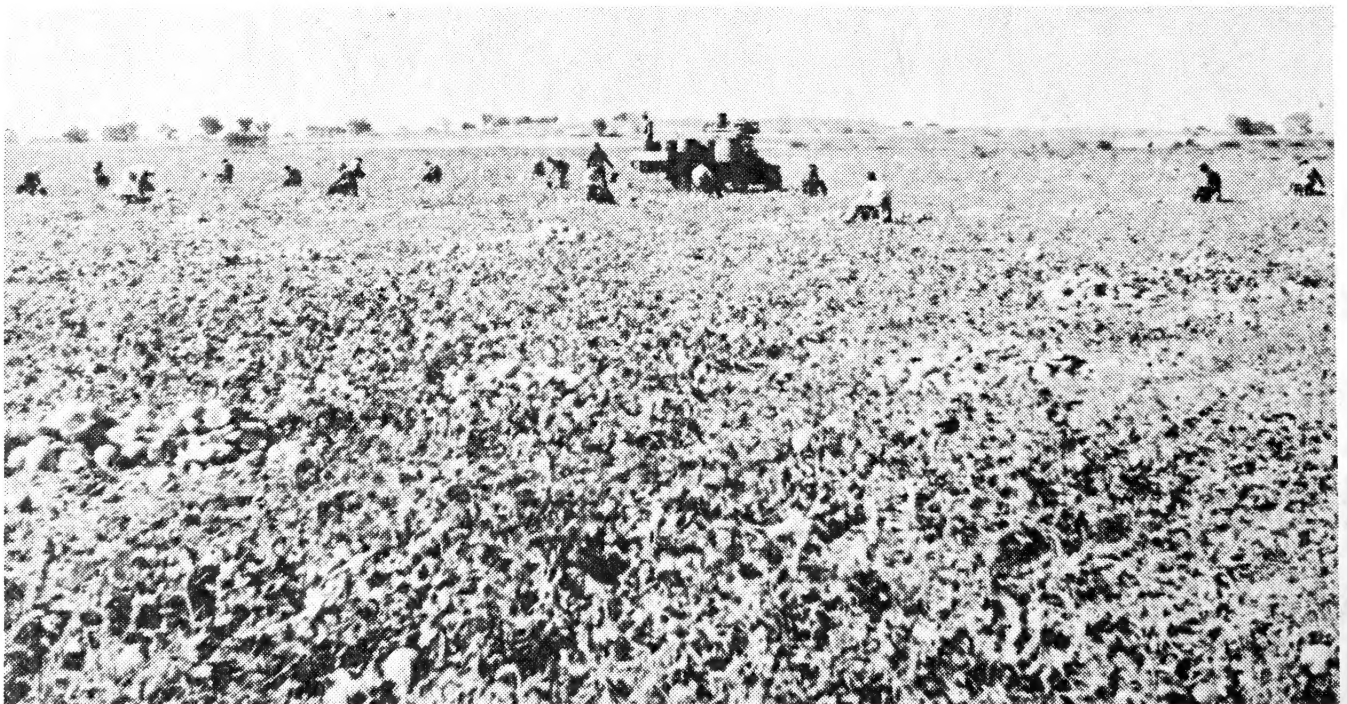
Cantaloupe Acreage Quotas

Last season the government asked for certain quotas on all crops. Some quotas on essential crops were considerably higher than the normal acreage. Quotas on other crops were reduced below normal. Cantaloupe growers were asked to reduce their plantings in 1943, and these growers conformed with the government request. The 1943 cantaloupe acreage almost exactly conformed with the quota established for this crop.

Since we specialize in cantaloupe seed, the reduction in commercial acreages naturally has an affect upon our volume of business. We have gladly assisted in this food program of the government, and in our last year's catalog we urged against any increases in cantaloupe acreages. This season again we urge compliance with governmental requests on quotas for different foods. The reasons for compliance are so readily seen and understood that it is unnecessary to repeat them here.

Regarding cantaloupes in particular, while reduced quotas have been assigned, the government has stated that there is no objection to their production if such production does not interfere with the growing of essential food crops as outlined by the Department of Agriculture. This attitude of the government, coupled with the fact that cantaloupes rank well in the vitamin charts, should encourage the cantaloupe grower to produce up to the limit of the quota. On a vitamin chart prepared by the Department of Agriculture, in a list of 23 vegetables, cantaloupes rank 12th in vitamin A, rank 15th in vitamin B1, rank 7th in vitamin C, and rank 11th in vitamin G. This chart demonstrates that cantaloupes have a distinct contribution to make to our food supply.

If we can assist you to produce a better crop in 1944 by furnishing you with quality seed or with reliable information, we hope that you will write to us.



A field view of our cutting crew at work. Every melon saved for seed is cut separately by hand, and this means that literally millions of cantaloupes are cut open individually each season.

Four-Fifty

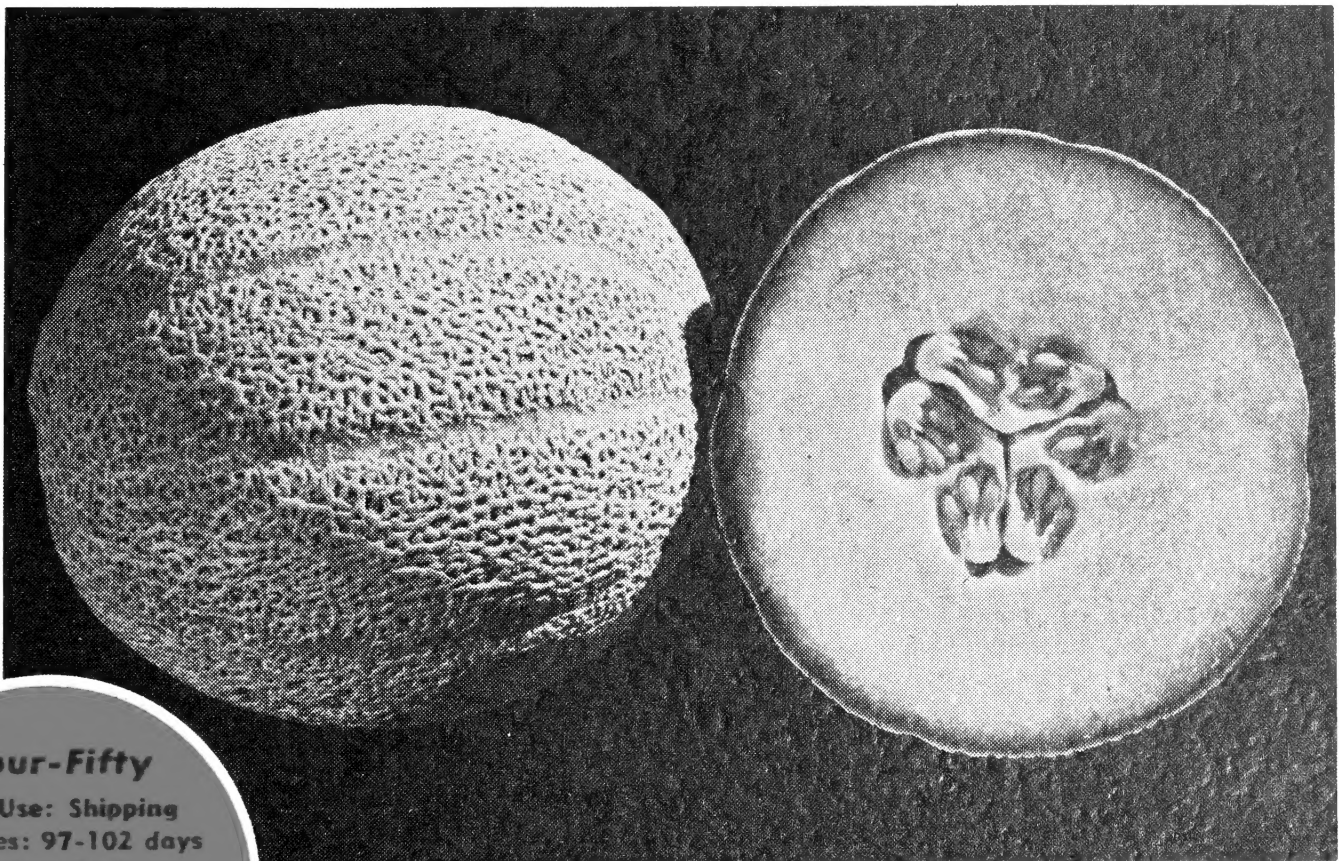
★ ANOTHER FINE CANTALOUPE has been added to the long list of new varieties introduced by the Rocky Ford Cantaloupe Seed Breeders Association. We are justly proud of some of our earlier introductions of new cantaloupes, such as the Hale's Best, which have been universally acclaimed. In the new "Four-Fifty" we believe we have another melon with a great future.

Exact field tests of the "4-50" have been conducted for the past three years and this new melon has proven highly successful. The "Four-Fifty" is an oval melon with a dark skin covered by a heavy net. The flesh is salmon colored and has a high sugar content. The vines are vigorous in growth, have resistance to mildew, are dark green in color, and produce a heavy set of melons that mature in about 98 days. The "4-50" will average a jumbo 36 in size, measuring about 6½ by 6 inches, and weighing about 4 pounds. The cavity is small and tightly filled with seed. One of the most important characteristics of the new "Four-Fifty" is its ability to ripen on the vine and still hold up in prime edible condition for several days. The experience of the past few years has shown time after time that ripe melons overlooked in the field are still in good condition on the following day or even on the third day. Every cantaloupe grower will immediately appreciate the importance of this characteristic of the "4-50."

The "Four-Fifty" has been planted in the Rocky Ford district and in the Imperial Valley, California, district for the past three years. Growers in these districts, having seen the "4-50" under actual commercial growing conditions, are enthusiastic about it, and we have already booked orders for many thousands of pounds of seed of this variety. Despite this heavy early demand for seed, we have a sufficient supply to offer the "Four-Fifty" in limited amounts to everyone.

With the permission of the originator, we are introducing the "4-50" this season for the first time, but our successful experience with this melon permits us to recommend it to you without any reservations.

Prices postpaid: Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 2 pounds, \$4.75; 5 pounds, \$11.00; 10 pounds, \$20.00.



Four-Fifty

Chief Use: Shipping
Matures: 97-102 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Coarse
Size: 6½x6 inches

The New "Four-Fifty" cantaloupe. The melons shown in natural color on the front cover are also "4-50s."

LEADING HALE'S

Seed Breeders

★ THE SEED BREEDERS is the earliest and most uniform of the Hale's Best strains. It is a melon with a thick, firm salmon colored flesh. The seed cavity is small and compact, well filled with seed. The melons are firm and well netted, making splendid shippers. Even jumbo sizes characterize this strain, and the uniformity of these sizes has added greatly to the popularity of this newest H. B. cantaloupe. The vigorous vine of the Seed Breeders produces a slightly earlier melon and is more prolific than other Hale's Best strains.

This brief description will give you an accurate idea of the type of melon offered in the Seed Breeders. There are two characteristics of this cantaloupe, however, that we wish to discuss more in detail. The first of these is its earliness. We have supplied seed to experimental stations in all sections of the country, and their tests have shown that the Seed Breeders is the earliest, most uniform and highest in quality of the Hale's Best cantaloupes. The Seed Breeders matures in 85 to 90 days, and this earliness means that you will be able to get melons on the market when prices are best. The second important characteristic of the Seed Breeders is its uniformity. This uniformity and lack of cull melons serves to increase materially the percentage of salable melons. This is an important factor in increasing your profits from your cantaloupe crop.

The Hale's Best is the most popular commercial cantaloupe in use in the country today. We developed the Hale's Best and introduced it in 1924. Since that time many improvements have been made in this melon, and we have introduced all the leading improved strains of the H. B. Our close association with and knowledge of this cantaloupe enables us to give you accurate and definite information about it. The selective work that we have done with the Hale's Best enables us to offer you the finest seed obtainable.

Prices postpaid: Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 2 pounds, \$4.25; 5 pounds, \$9.90; 10 pounds, \$18.00.



The "Seed Breeders" is the most uniform strain of the Hale's Best. The vigorous vines of this strain produce a heavy crop of melons.

Seed Breeders

Chief Use: General
Matures: 85-90 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6½x5½ inches

BEST STRAINS

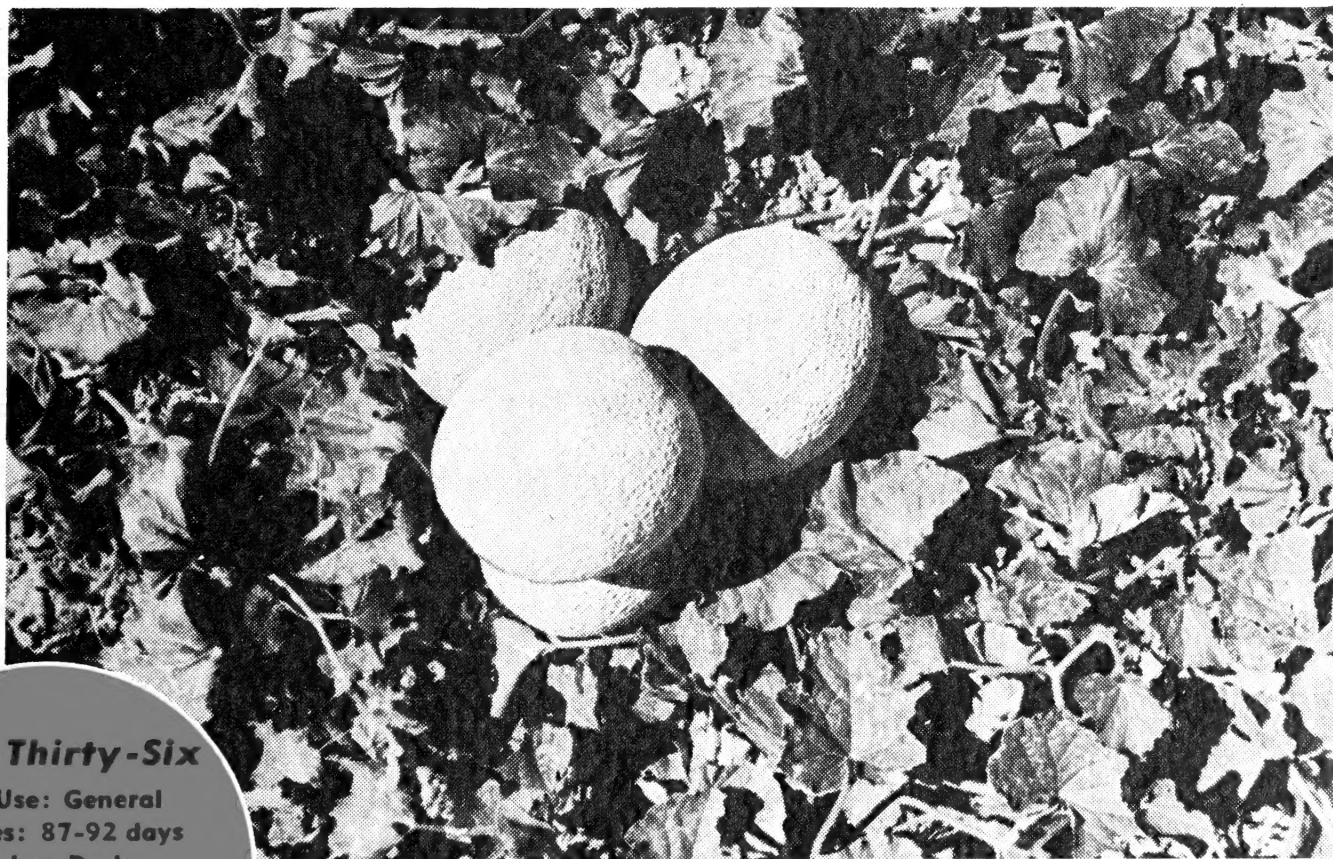
Nine Thirty-Six

THE NINE THIRTY-SIX is one of the popular Hale's Best strains. Like all Hale's Bests, it is an early melon, maturing in 85 to 90 days. The Nine Thirty-Six has a fine flavor and good shipping qualities. The melons are well netted with no sectors and run to even jumbo sizes. The flesh is thick and orange and the seed cavity is small and tight. The Nine Thirty-Six has an excellent flavor and a high sugar content. The vines of this variety are vigorous and "set" and hold a heavy crop of cantaloupes.

The Nine Thirty-Six was developed by us and introduced in 1934. Tests conducted by ourselves, our customers and experiment stations throughout the country have demonstrated that the Nine Thirty-Six is adaptable to every cantaloupe section. Since their introduction the Nine Thirty-Six and the Seed Breeders have accounted for the greater portion of the Hale's Best seed sold throughout the country. All progressive cantaloupe growers are now acquainted with the Nine Thirty-Six, which has become one of the recognized standard melons. The grower who is particularly interested in a combination of high quality and earliness in his cantaloupes never hesitates in planting the Nine Thirty-Six.

Having developed and introduced the Nine Thirty-Six, we are in a position to offer you an exceptionally fine stock of seed of this strain. This seed has all been hand-selected and hand-cut and represents the brand of quality, purity and selection for which we are famous in our seed stocks.

Prices postpaid: Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 2 pounds, \$4.25; 5 pounds, \$9.90; 10 pounds, \$18.00.

***Nine Thirty-Six***

Chief Use: General
 Matures: 87-92 days
 Skin Color: Dark
 Flesh Color: Salmon
 Shape: Oval
 Netting: Heavy
 Size: 6x5½ inches

The Nine Thirty-Six is one of the favorite melons in every cantaloupe section. We developed and introduced this cantaloupe after many years of careful selective work.

Queen of Colorado

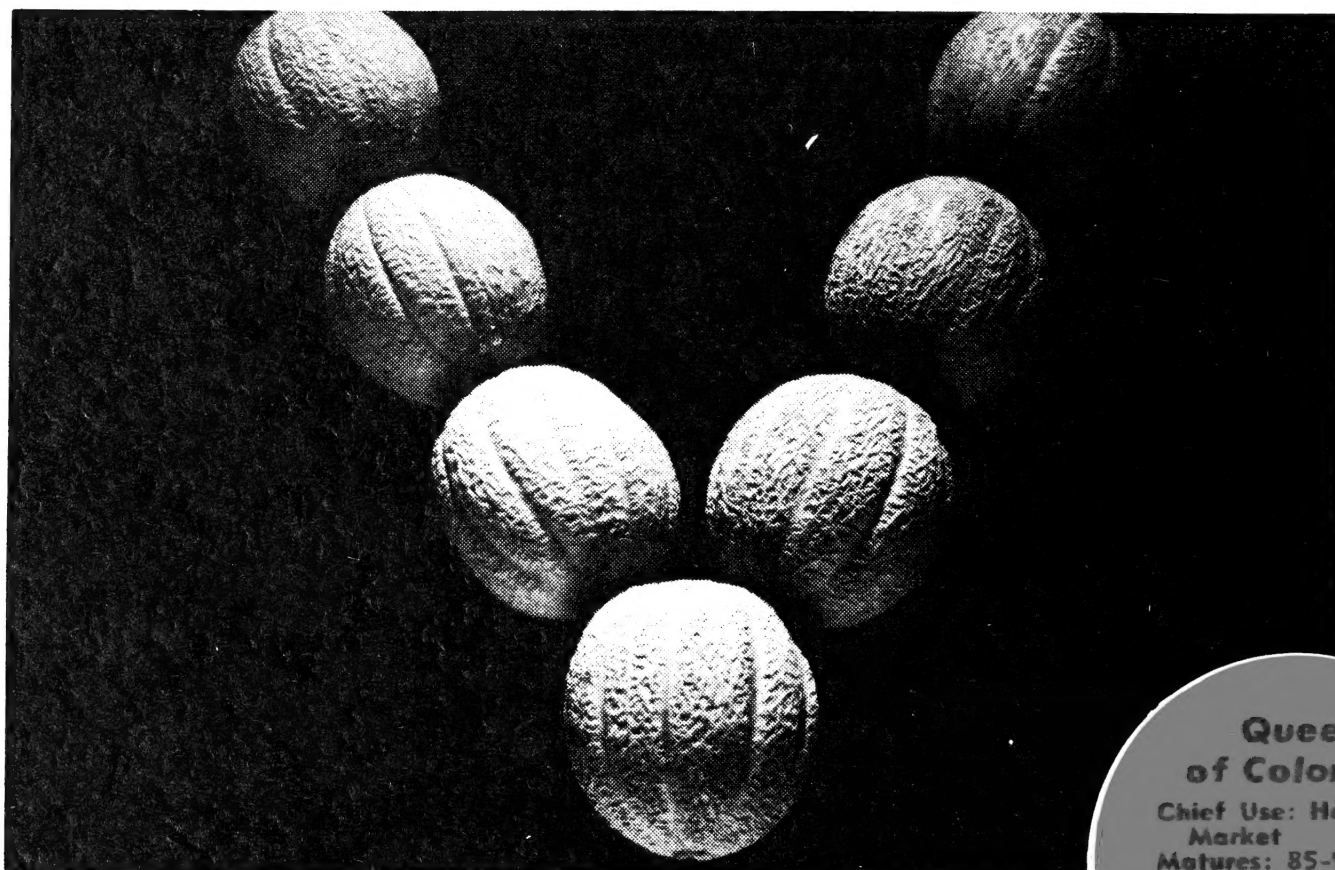
★ THE QUEEN OF COLORADO muskmelon won Honorable Mention in the 1939 "All America" selections and has become one of the leading new varieties of this type. The fine flavor of this melon, which is a development from the Pride of Wisconsin, has been the factor largely accounting for its growing popularity. The Queen of Colorado is a cross between the Honey Rock and the Hearts of Gold. It combines the thick, tough rind of the Honey Rock with the excellent eating qualities of the Hearts of Gold. The rind is hard and pearl gray in color, loosely netted, slightly ribbed, and ripens to a yellowish shade. The flesh is unusually thick, and the triangular seed cavity is small and solidly filled. The solid orange flesh does not soften prematurely, but holds up for several days, permitting marketing without undue loss. The melons are slightly larger than the Honey Rock, usually weighing about five pounds. The Queen of Colorado matures in 85 to 90 days. This melon will stand shipping for moderate distances and makes a splendid melon for home and market gardeners.

The Queen of Colorado has become a favorite in the Central and Eastern states for the grower who wants a melon of the Muskmelon type. Its superiority in flavor has created a demand for it from the buyers.

Our supply of the Queen of Colorado seed has been grown and harvested by ourselves from select stock. All the seed that we offer has been hand-cut to insure its quality and purity. With the supply that we have on hand that has been harvested from our 1943 seed fields we can supply the grower who is interested in quality melons.

We earnestly recommend that the Queen of Colorado be given a prominent place in the home and market gardens this season.

Prices postpaid: Ounce, 25c; ¼ pound, 80c; ½ pound, \$1.50; 1 pound, \$2.50; 2 pounds, \$4.75; 5 pounds, \$11.00; 10 pounds, \$20.00.



The Queen of Colorado, shown in the now familiar "V", is one of the finest and most popular muskmelons.

Queen of Colorado

Chief Use: Home and Market
Matures: 85-90 days
Skin Color: Gray
Flesh Color: Orange
Shape: Oval
Netting: Coarse
Size: 6½x6 inches

Mildew Resistant No. 45



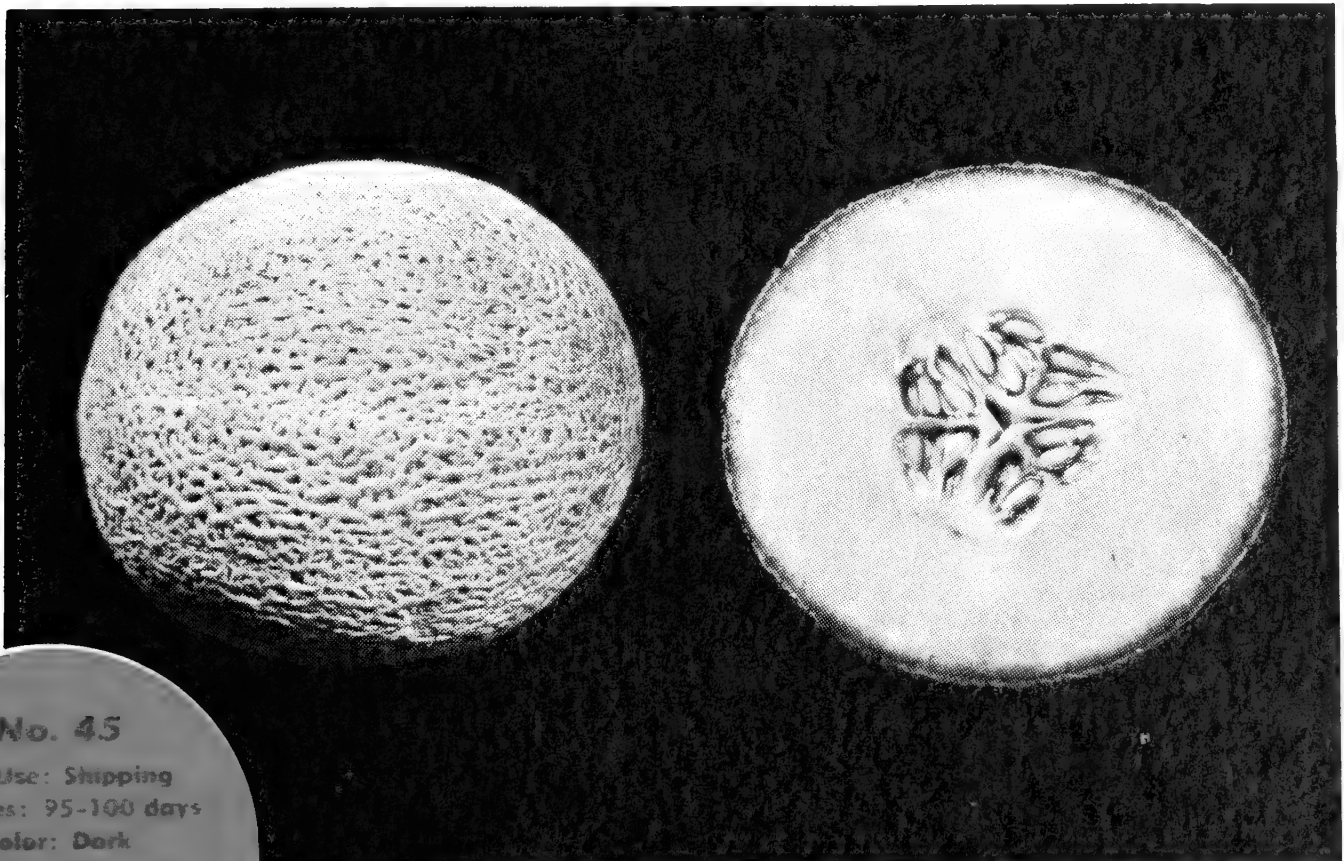
THE MILDEW RESISTANT NO. 45 is an outstanding example of scientific cantaloupe breeding and is now the standard melon among the mildew resistant varieties. With the single exception of the Hale's Best, the No. 45 is probably the most widely planted strains of cantaloupes. It has been adopted by practically all Western cantaloupe sections, but is now being superseded in some of them by the D-2 and new 4-50. Many Eastern and Southern cantaloupe growing districts have also found the No. 45 the finest melon available for shipping purposes.

The No. 45 was developed by Dr. J. C. Jagger of the U. S. Department of Agriculture. Since the No. 112 Hale's Best was used in the original crosses to develop the No. 45, this Mildew Resistant cantaloupe is somewhat similar to the Hale's Best. The true No. 45 is slightly oblong, well netted and solid. Picked vine-ripened on a full slip, it can be shipped long distances without any breakdown of the solid, firm flesh. The flesh is salmon colored, firm textured and sweet. The cavity is small and compactly filled with seed. The vines are vigorous and prolific, producing a 12 pack jumbo melon maturing about a week to 10 days later than the Hale's Best.

While the Mildew Resistant No. 45 was originally developed to cope with the infestations of mildew in sections of California, the vigor and shipping qualities of this cantaloupe has led to its adoption by many other districts in other parts of the country. The vigorous vines, which helped the No. 45 resist mildew, make it a valuable melon for any district. Its shipping qualities, the fact that it can be vine ripened and still hold up under shipping conditions, are valuable assets for any cantaloupe grower. Its fine flavor makes for its popularity on the markets and results in a ready sale.

Commercial shippers will find the No. 45 a splendid melon for their purposes.

Prices postpaid: Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 2 pounds, \$4.25; 5 pounds, \$9.90; 10 pounds, \$18.00.



No. 45

Chief Use: Shipping
Matures: 95-100 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6½x6 inches

A Mildew Resistant No. 45 cantaloupe. These two pictures are of the same melon, shown before and after cutting it open.

Mildew Resistant D-2

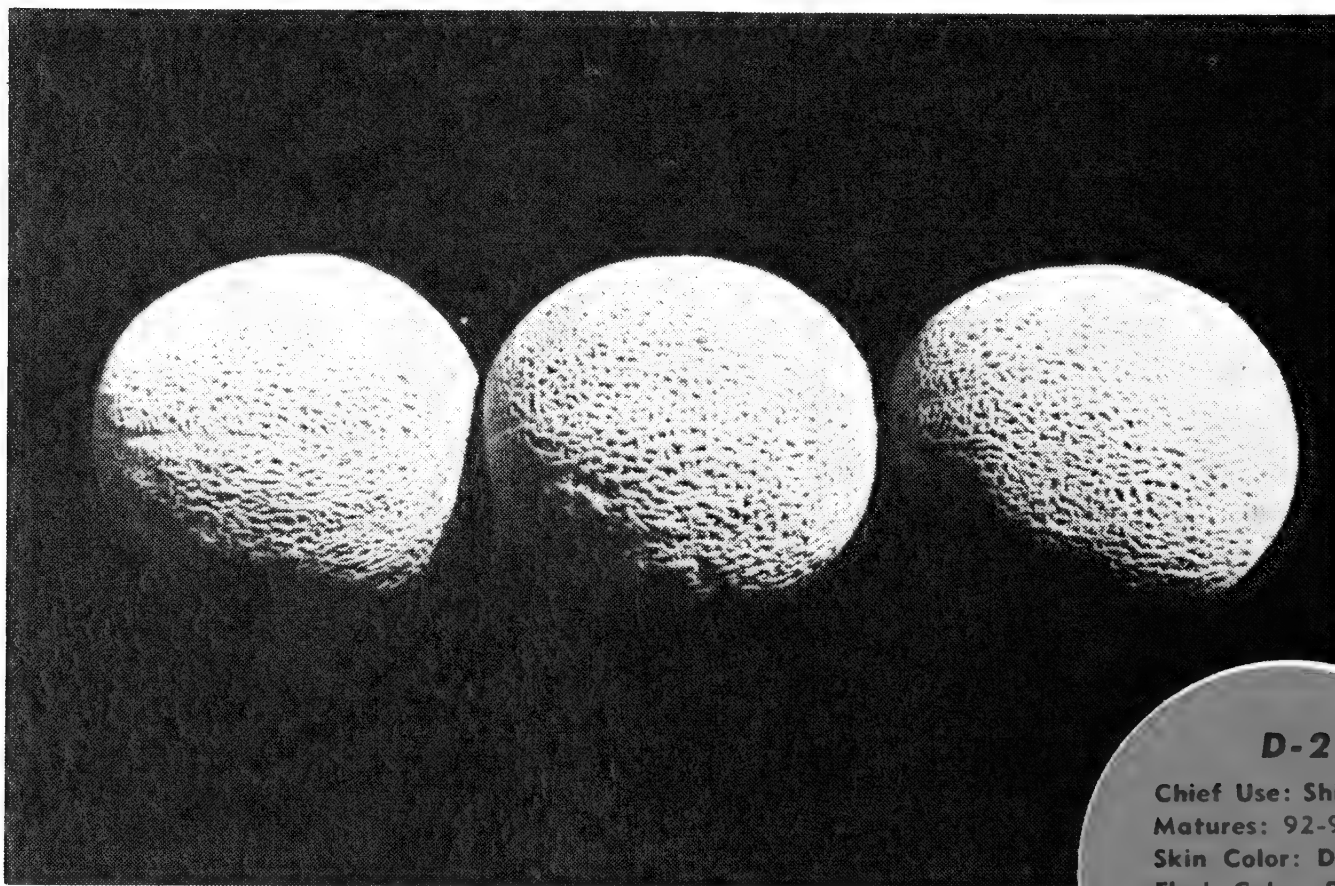
★ THE D-2 produces a cantaloupe that is earlier and slightly larger than the Mildew Resistant No. 45. Having developed the D-2 ourselves, we have been working with it since our introduction of this melon, and we believe that our careful selections have steadily improved its qualities. For the grower who needs a vigorous resistant melon, we can sincerely recommend the D-2.

The D-2 is one of the earliest of the resistant strains, and will mature about seven days later than the Hale's Best. The melons are heavily netted, very solid, and will hold up under shipping for long distances. The flesh is a beautiful salmon color, of fine quality, and the triangular cavity is well filled. The vines are vigorous and are heavy yielders.

The D-2 cantaloupe was developed to help solve the problem of mildew in infested districts, and has been successful in this purpose. For the districts needing a strong resistant cantaloupe, the D-2 is very valuable. For districts where mildew is not a problem, we suggest the use of the earlier and more uniform Seed Breeders and Nine Thirty-Six or the smaller more uniform No. 45.

As the D-2 is not as widely used as some other varieties, we do not produce as large a quantity of seed of this variety as we do some others. As a result, our supply of the D-2 cantaloupe seed is somewhat limited. May we suggest, therefore, that if you intend to use the D-2 this season that you get your order to us as soon as possible so that you may be assured of a supply of seed of the D-2.

Prices postpaid: Ounce, 20c; 1/4 pound, 65c; 1/2 pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.



The "D-2" is used by the grower that wants a large, heavily netted cantaloupe from a vigorous, resistant vine.

D-2

Chief Use: Shipping
Matures: 92-97 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 7x6 1/2 inches

No. 36 Hale's Best



TO TELL THE GROWERS who buy thousands of pounds of the No. 36 cantaloupe seed each year anything about this variety may seem the most unnecessary of gestures. The No. 36, which we introduced in 1931, has been described as "so wonderfully uniform that it is an outstanding breeding accomplishment." Its high quality and its uniformity has now made it a standard melon because it is known wherever cantaloupes are grown.

The No. 36, as you know, is an improvement over the old regular Hale's Best. It is an even jumbo in size, solidly netted with no ribs. The melons are heavy and solid with a small seed cavity. The spicy salmon flesh is smooth and firm. The vines are strong and hardy, which means they will produce a good yield. The earliness of the No. 36 is one of its most valuable characteristics, for it will mature earlier than most other varieties, which places it on the market when prices are highest. It has splendid shipping qualities which have made it a leading commercial strain. In short, the No. 36 has everything—everything needed by the home gardener or the commercial shipper.

In an age of specialization, with kaleidoscopic changes in varieties, it is reassuring to turn to an old standard variety whose fine qualities have stood the test of time. If you have any doubt as to which variety you should use this season, you will make no mistake in ordering the No. 36 Hale's Best.

We developed the Hale's Best and have produced all the leading strains of this variety now in use. Our knowledge and experience with this melon gives us an opportunity to furnish you with the finest possible seed of this variety. Our No. 36 stock is unexcelled and will give you complete satisfaction.

Prices postpaid: Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.



No. 36

Chief Use: Home,
Market and Ship'ng
Matures: 87-92 days
Skin Color: Dark
Flesh Color: Salmon
Shape: Oval
Netting: Heavy
Size: 6x5½ inches

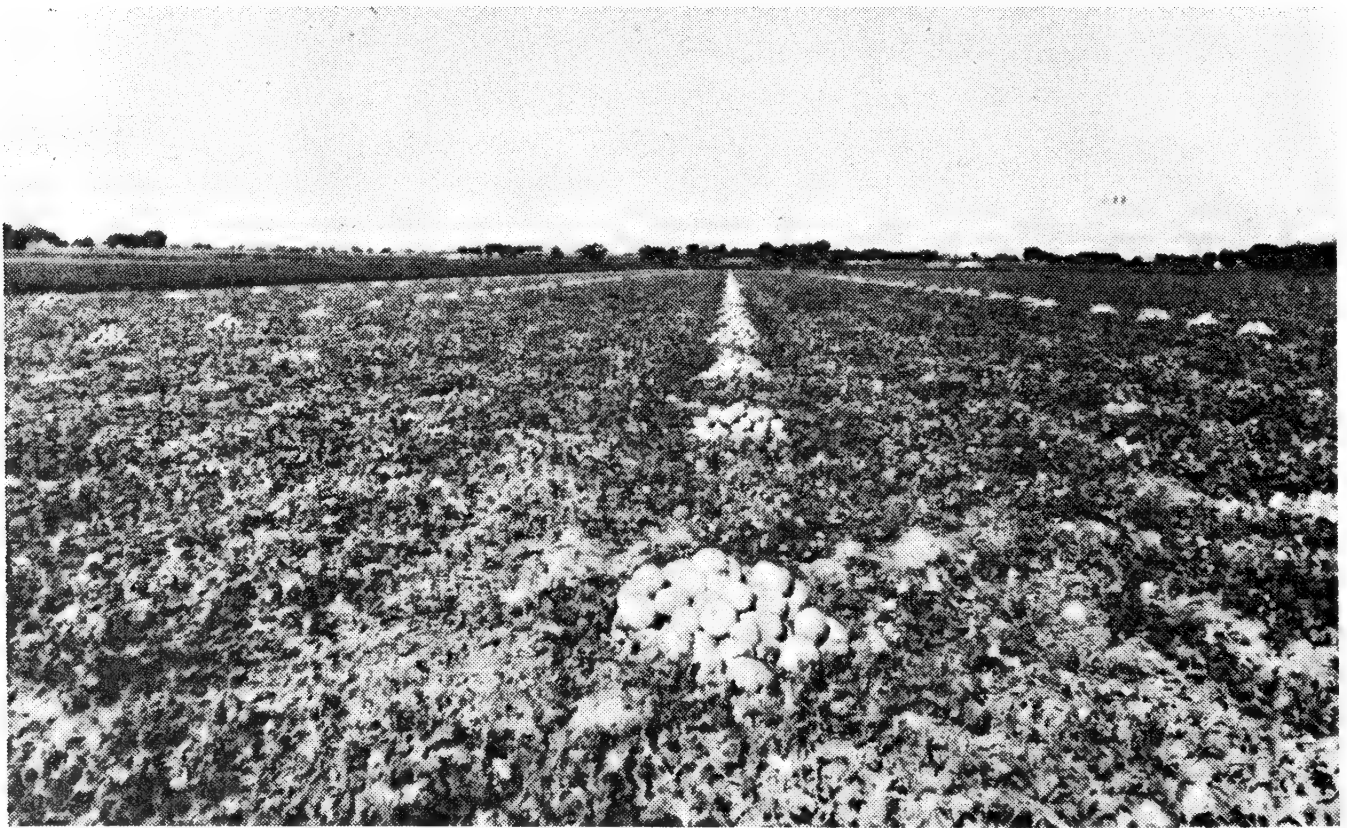
The No. 36 Hale's Best is now the standard melon for comparison. We call your attention to the uniformity of the melons shown in this pile of seed melons in the field.

No. 112 Hale's Best

★ THE NO. 112 was one of our first improved strains of the Hale's Best, and is still preferred over some of the newer strains in certain cantaloupe sections. Larger sizes is the most distinctive characteristic of the No. 112 that sets it apart from other Hale's Best strains. Otherwise it retains the H. B. traits of earliness, prolificness, and fine flavor. The melons run to the twelve flat pack size, are heavy and well netted. The salmon flesh is thick and well flavored. The vine is strong and hardy, producing a heavy crop.

For a Hale's Best of larger sizes, we recommend the No. 112.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.10; 1 pound, \$1.85; 2 pounds, \$3.50; 5 pounds, \$8.15; 10 pounds, \$14.80.



The accompanying picture gives a view of a seed field of cantaloupes picked and piled and ready for the cutters.

Early May

★ THE EARLY MAY is a Hale's Best type, with particular emphasis placed upon the features that recommend it to the market gardener. The Early May is an early maturing melon, and its deep golden fleshed meat makes it an attractive melon for the local market and the roadside stand. It is round and well netted and runs to even standard and jumbo thirty-sixes.

Many customers have found that the Early May is the best of the Hale's Best strains for sale in roadside stands and local markets. Since this strain has been tested and used for several years with success, you need have no fear in ordering it for your garden.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

White-Seeded Pink Pearl



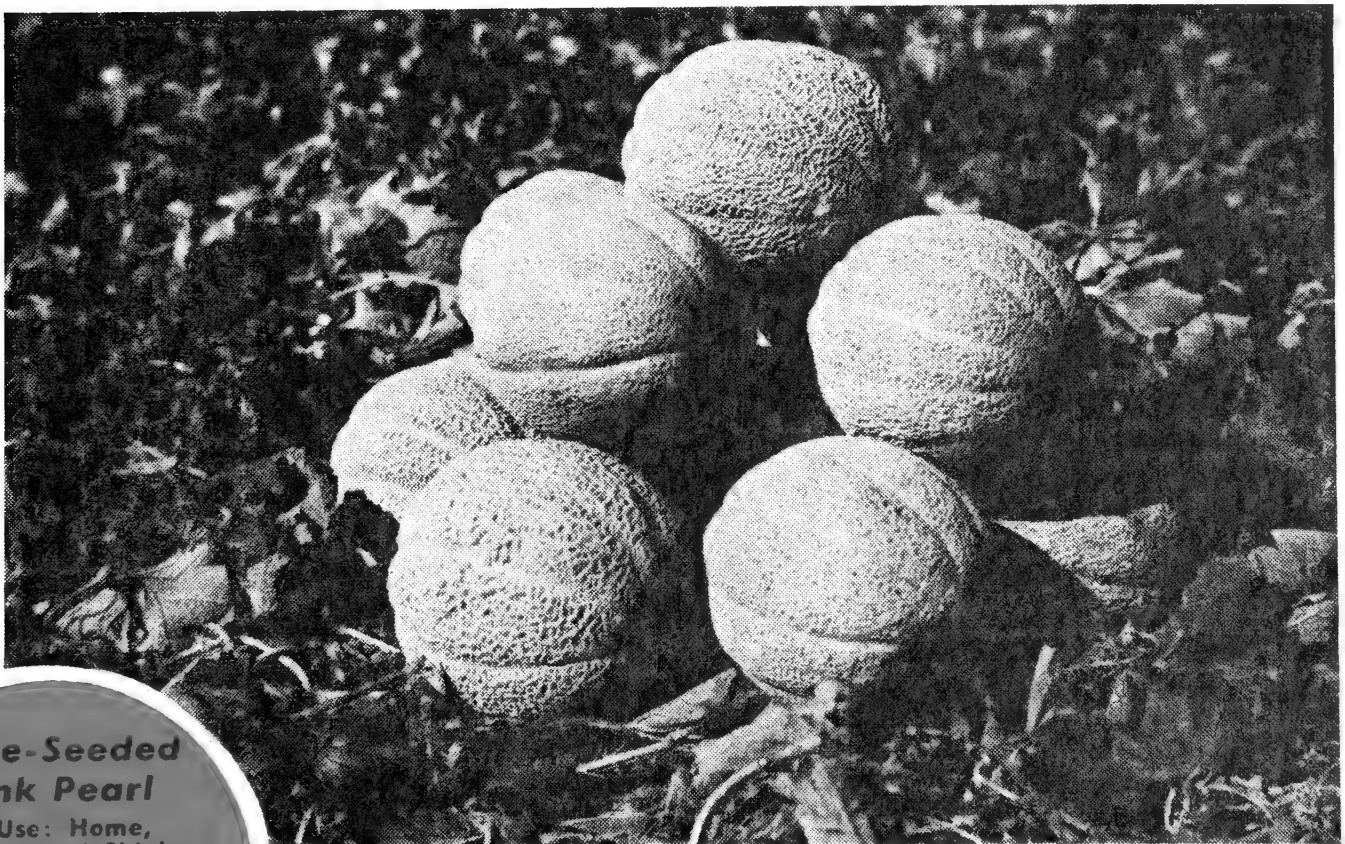
THE WHITE-SEEDED PINK PEARL is a moderately late melon, in season a few days later than the Hale's Best. The fruits are slightly larger than commercial sizes, running to jumbo thirty-sixes. It is a short oval in shape, with a heavy thick netting distributed uniformly over the entire fruit. The skin color is a pale grayish green. The flesh is thick and a deep pink in color, firm and moderately juicy. The Pink Pearl is sweet, highly flavored and pleasantly aromatic. The seed is unusual in that it is a pure white instead of the yellow that usually characterizes the cantaloupe seed. The cavity containing the seed is small and compactly filled.

The White-Seeded Pink Pearl has excellent shipping qualities, making it a good commercial cantaloupe. Its striking appearance and excellent quality have brought it popularity as a home and market garden melon. All these characteristics have resulted in certain sections specializing in this cantaloupe with great success.

The seed of the Pink Pearl is rather difficult to handle in harvesting because of its light weight, and hence many seed firms do not offer this variety. Following our practice of giving the greatest service possible, we grow the White-Seeded Pink Pearl for the benefit of those growers who have developed their own specialized market for it. Our supply of this variety seed is limited this season, and we suggest to those of our customers who are regular users of this melon that they place their orders early.

The care and attention that we have given the White-Seeded Pink Pearl has produced a cantaloupe that we offer with pride, and we know that you will grow it with equal pride in its striking appearance and splendid quality.

Prices postpaid: Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 2 pounds, \$4.25; 5 pounds, \$9.90; 10 pounds, \$18.00.



White-Seeded Pink Pearl

Chief Use: Home,
Market and Ship'ng
Matures: 85-94 days
Skin Color: Gray
Flesh Color: Pink
Shape: Oval
Netting: Coarse
Size: 6½x5¾ inches

The White-seeded Pink Pearl is a distinctive melon of striking appearance because of its pearl gray netting and pure white seed.

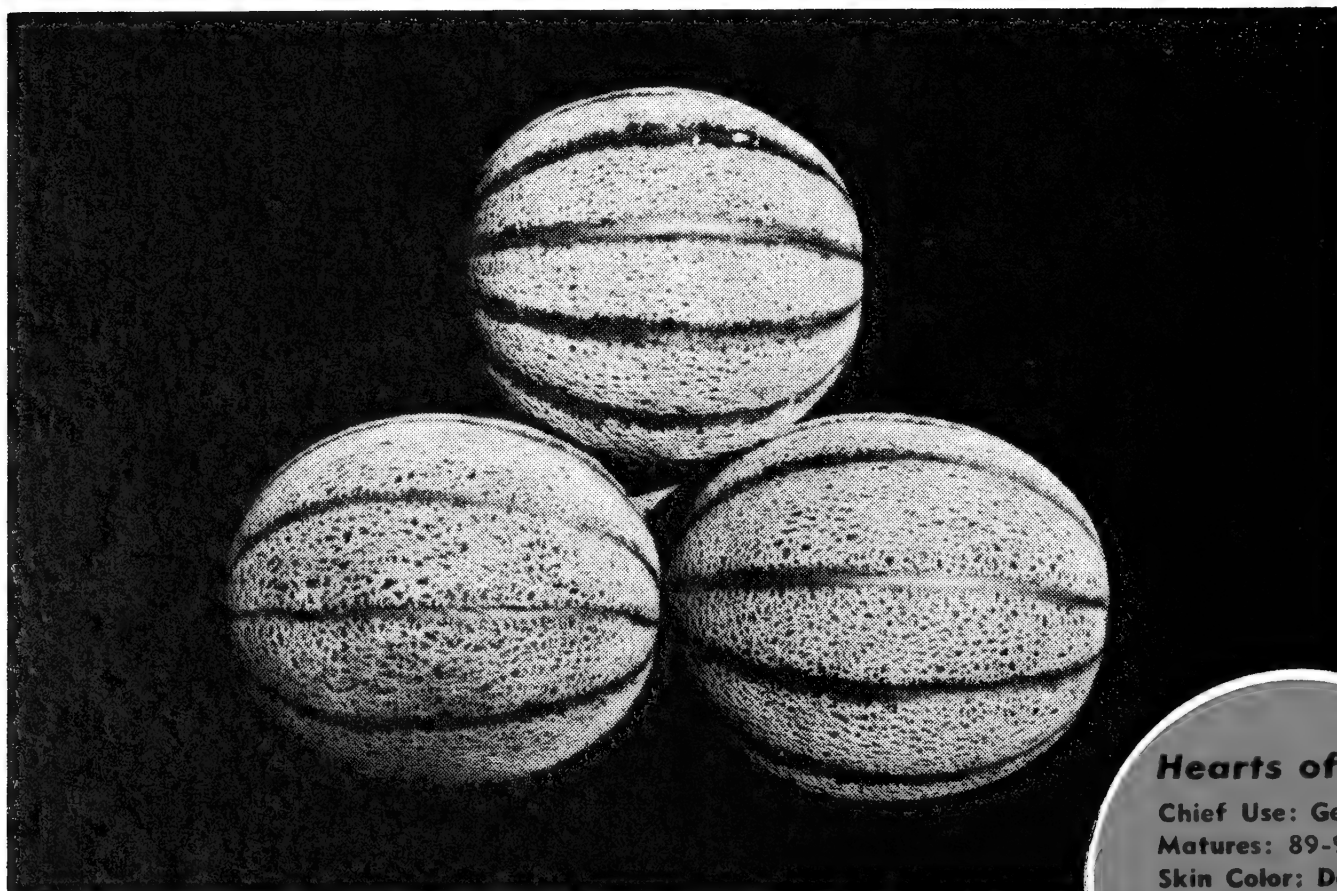
Hearts of Gold

★ THE HEARTS OF GOLD is a midseason variety, maturing a few days later than the Hale's Best. We offer the improved strain of this variety, which is a nearly globe shaped, firm melon with a fine flavored, pink meated flesh. The fruits are moderately small, distinctly ribbed, and well netted except for the narrow furrows between the ribs. The flesh is firm, with a fine texture and sweet spicy flavor. While the Hearts of Gold is not a commercial melon in the usual sense of the word, it will stand shipping for short distances.

The Hearts of Gold is now a standard variety for the market gardener, and is well known in all Mid-West and Eastern markets. The striking appearance of these melons makes an instant appeal to the buyer, and the fine flavor keeps its friends among the cantaloupe consumers. We have carefully selected stock of the Hearts of Gold, and we believe its high quality will give you a melon that should certainly be present in your cantaloupe fields this season.

It is apparent at the time of the preparation of this catalog that there will be shortages of seed of some varieties of cantaloupes. The Hearts of Gold is one of these that will be short this season. It is our suggestion that your order be placed as early as possible so that you may be sure of securing some of this seed. The stock that we are offering has been grown and harvested by ourselves, and we can assure you of its high quality and its purity.

Prices postpaid: Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.



The Hearts of Gold is one of the popular home and market garden melons because of its fine flavor.

Hearts of Gold

Chief Use: General
Matures: 89-94 days
Skin Color: Dark
Flesh Color: Pink
Netting: On ribs only
Shape: Globe
Size: 5¾x5½ inches

Mildew Resistant No. 8

★ THE MILDEW RESISTANT NO. 8 is a melon that is attractive to growers in mildew-free areas because of its hardiness, its prolificness and its size.

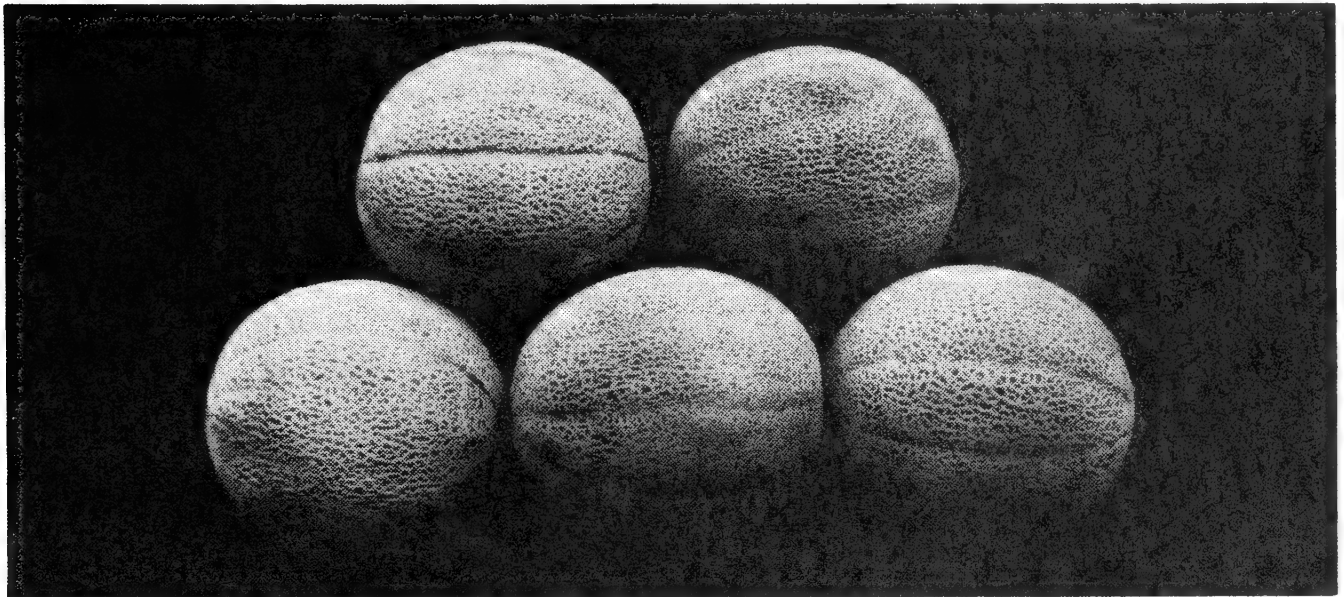
The Mildew Resistant No. 8 is a salmon-fleshed cantaloupe, well netted, thick-fleshed, with a small cavity. The melons have a fine external appearance, and will average larger than the Hale's Best in size. The No. 8 is about a week later in maturing than the Hale's Best.

The No. 8 is not entirely resistant to the powdery mildew disease, but this feature will not affect its popularity in districts which are not infested with mildew.

The quality of the No. 8 is very good. It will stand considerable handling without breaking down. It will not run to a single uniform type. These features will recommend it to the market gardeners.

If you are looking for a cantaloupe that is hardy and will produce a heavy crop of large melons, then you can rely upon the No. 8.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.10; 1 pound, \$1.85; 2 pounds, \$3.50; 5 pounds, \$8.15; 10 pounds, \$14.80.



The Mildew Resistant No. 1, shown in this picture, and the No. 8 are hardy and prolific melons. Growers in Mexico prefer these strains.

Mildew Resistant No. 1

★ THE MILDEW RESISTANT NO. 1 cantaloupe is one of several strains that have been developed to check the inroads of the powdery mildew in the cantaloupe crops.

Like other mildew resistant strains, the No. 1 is a salmon-fleshed, well netted, oblong cantaloupe. The flesh is thick and sweet; the cavity is small and compact. The vines are vigorous and produce a large crop.

The No. 1 strain is distinguished from the No. 45 by two principal characteristics: it is slightly earlier, and it produces larger melons. The No. 1 is a large cantaloupe, running in sizes from jumbo thirty-sixes to twenty-sevens. It is almost a week later than the Hale's Best in maturing.

We believe that for the market gardener who wishes to grow a melon somewhat larger than most commercial cantaloupes that the No. 1 will meet his needs. It has quality to go with its size, and will appeal to his customers.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

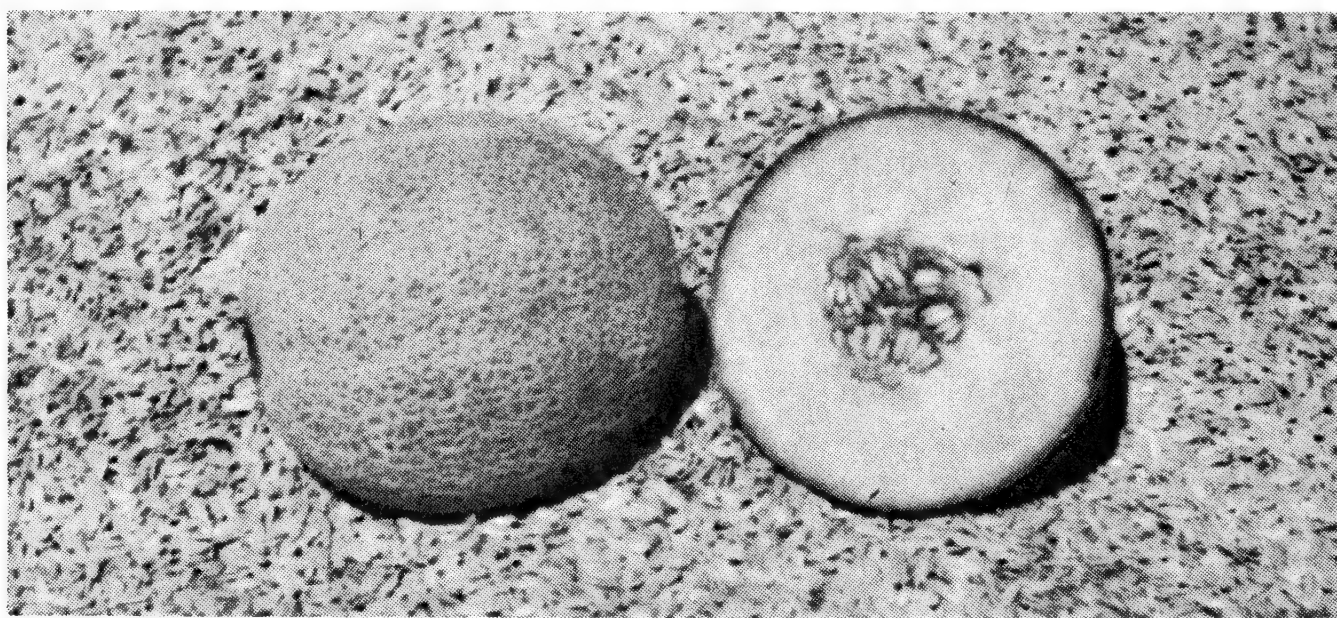
Six-Three

★ INTRODUCED TWO YEARS AGO, the Six-Three has proven to be a valuable addition to the mid-season commercial melons. Past experience has shown the desirability of certain cantaloupe districts specializing in particular types of melons. Because this cantaloupe has certain distinctive characteristics, some districts now seem well on the way toward the adoption of this new Six-Three as its specialty, just as other sections specialize in the early Hale's Best or in the distinctive White-Seeded Pink Pearl.

The Six-Three is notable for the unusual vigor of its vine, for the close netting on the melon, and for the exceptional solidity and firmness of the flesh.

This is a dark-skinned, round melon running to standard thirty-six sizes. It belongs to the mid-season class of melons since it matures about a week later than the Hale's Best. The Six-Three melons are firm and closely netted and hold up well under shipping conditions. There is no tendency of the flesh to break down when handled after being picked on a full slip. The vines are strong and vigorous, producing a large crop of quality melons. When placed on the market the firm texture and the fine flavor of the orange-fleshed Six-Three makes for ready acceptance by the buyers.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.10; 1 pound, \$1.85; 2 pounds, \$3.50; 5 pounds, \$8.15; 10 pounds, \$14.80.



The production of good cantaloupes is based upon the use of good seed.
The Six-Three is no exception.

Superfecto

★ THE SUPERFECTO is one of the best of the late-crop shipping melons, reaching maturity later in the season than the Hale's Best.

The Superfecto is a round, well-netted cantaloupe, with no ridges, giving it an attractive market appearance. Its orange flesh is deep and fine grained, with a good flavor. The seed cavity is smaller than in most cantaloupes and is compactly filled. The Superfecto runs to the twelve jumbo flat pack in size, and the melons are very uniform.

For the grower who wishes to extend his shipping season, we can recommend the Superfecto as one that will meet all his needs. The market gardener will also find the Superfecto a fine melon for his purpose.

We are quoting a very attractive price on this variety.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

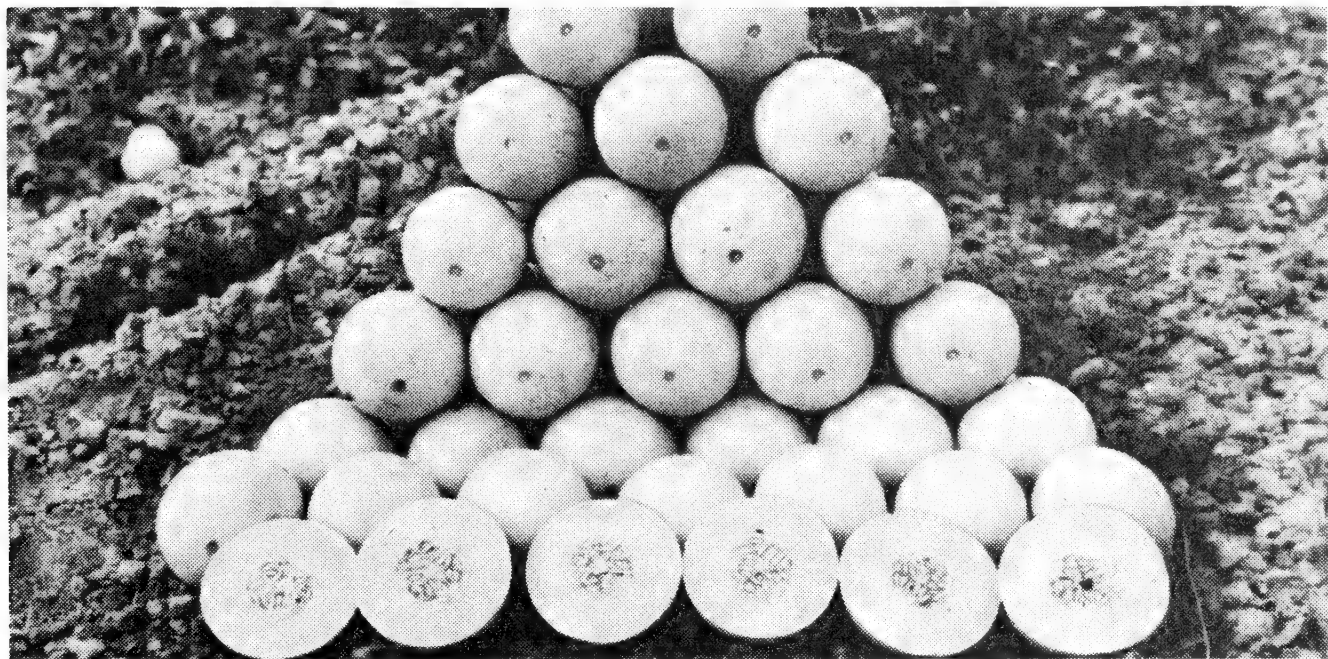
Melogold

★ THE MELOGOLD name, derived by contracting the words of "melon of gold," aptly describe this cantaloupe, for it is golden in appearance and in value to the grower.

The Melogold is a white-skinned, pink-fleshed variety that has a fine flavor and excellent shipping qualities. Picked vine-ripened, these melons will reach the markets in good condition. In sizes it will run to even jumbo thirty-sizes. The fruit is slightly and evenly netted and takes on a golden tint after ripening. The flesh is thick and unusually smooth in texture. The seed cavity is small and compact.

The Melogold is distinguished from the Globo de Oro in that it has a thinner and smoother rind. Both of these melons are of high quality, and we can recommend each of them equally. Your choice will depend upon your personal preference either for a rather smooth-skinned melon or for a netted white-skinned cantaloupe.

Prices postpaid: Ounce, 25c; ¼ pound, 75c; ½ pound, \$1.35; 1 pound, \$2.25; 2 pounds, \$4.25; 5 pounds, \$9.90; 10 pounds, \$18.00.



The Melogold is undoubtedly the finest and most popular of the white-skinned varieties of cantaloupes.

Globo de Oro

★ IN THE GLOBO DE ORO we are offering you the finest of the white-skinned, orange-fleshed cantaloupes. Introduced in 1934, the Globo de Oro has proven itself to be a melon of superb quality for home, market or commercial purposes.

The Globo is a nearly round melon, covered with a slight netting, and is golden in appearance when fully ripe. The cavity is very small, and the thick flesh is orange colored and edible to the rind. The vines are hardy, vigorous and yield heavily over a long period. In sizes the Globo runs to the jumbo thirty-six, with a few of the twenty-seven pack. It is a medium late melon, midway between the Hale's Best and the Honey Dew.

With proper care in the maintaining of high standards in harvesting, the unusual quality of the Globo de Oro will insure for it a premium price and repeated sales.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.10; 1 pound, \$1.85; 2 pounds, \$3.50; 5 pounds, \$8.15; 10 pounds, \$14.80.

Mammoth Golden Globe

- ★ LARGE SIZE and high quality are the outstanding characteristics of the Mammoth Golden Globe. This white-skinned, orange-fleshed melon is about the same size as the well known Honey Dew, measuring about seven by seven and a half inches in diameter and length. The white skin of the Mammoth Golden Globe is slightly netted and changes in color to a deep golden when ripe. The orange flesh is thick and smooth, with the finest flavor of any white melon. The cavity is exceptionally small for so large a cantaloupe.

All of these features make the Mammoth Golden Globe an ideal melon for roadside stands. Its color gives it an attractive appearance, its size gives it a ready sale, and its flavor insures its success with your customers.

Since there is a definite place on the market for a large white-skinned melon, we urge you to try the Mammoth Golden Globe. No other melon can present the size and quality comparable to it.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

White Knight

- ★ THE WHITE KNIGHT is an early white-skinned, orange-fleshed cantaloupe. Among all the white-skinned cantaloupes, the White Knight is the only early melon yet developed. It matures in about the same length of time as the Hale's Best.

The White Knight is oblong in shape, white-skinned, with a slight netting. Its color changes to golden as it ripens. The flesh is orange colored and of fine flavor. The cavity is small and well filled, making it a solid melon that will hold up under handling necessary to put it on the market. The White Knight produces a heavy crop of uniform melons of the standard thirty-six size. We can recommend this melon for local market and home use.

The earliness of this melon should result in its use where white-skinned melons are grown, in order that it may enable the grower to lengthen his season and sales.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

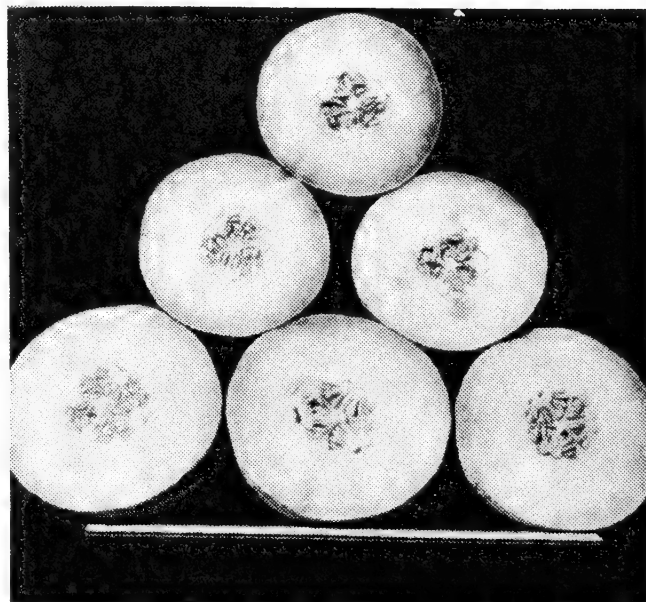
Jade Beauty

- ★ THE JADE BEAUTY makes an unusual combination of white skin and green flesh. While from this description of it as a green-fleshed, white-skinned cantaloupe, one might think it similar to the Honey Dew and Honey Ball, it has no relationship with these two older varieties.

The Jade Beauty is an average sized cantaloupe with unusually thick flesh and an exceptionally small cavity, offering a maximum of fine-flavored flesh. The melons are heavy, round and covered with a strong netting.

Maturing in about 100 days, this bright green-fleshed melon will exactly meet the needs of those who prefer the green-fleshed cantaloupes.

Reports from experimental stations have been highly complimentary to the Jade Beauty, and we can recommend it to you.



The Jade Beauty is one of the few green-fleshed cantaloupes now offered to the growers.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

Weaver Special

★ BEING THE INTRODUCERS of the Weaver Special, we can offer you some splendid stock of this variety. Since its introduction it has become noted for its fine quality and smoothness of flesh.

The Weaver Special is a white-skinned melon with a thin, tough rind. When ripe it has a golden color tinted with the rich orange of the flesh. Slightly netted, the melons run to jumbo thirty-six size. The cavity is small and compact, giving a solid, firm melon. The Weaver Special can be vine-ripened and still hold up for several days after picking, as it goes through a ripening process of three or four days after picking on a full slip.

The Weaver Special has a tendency to crack in extremely wet weather, because of its solidity and high sugar content. By selection, we have partly eliminated this tendency, and you will not find this fault as noticeable as when the melon was first introduced.

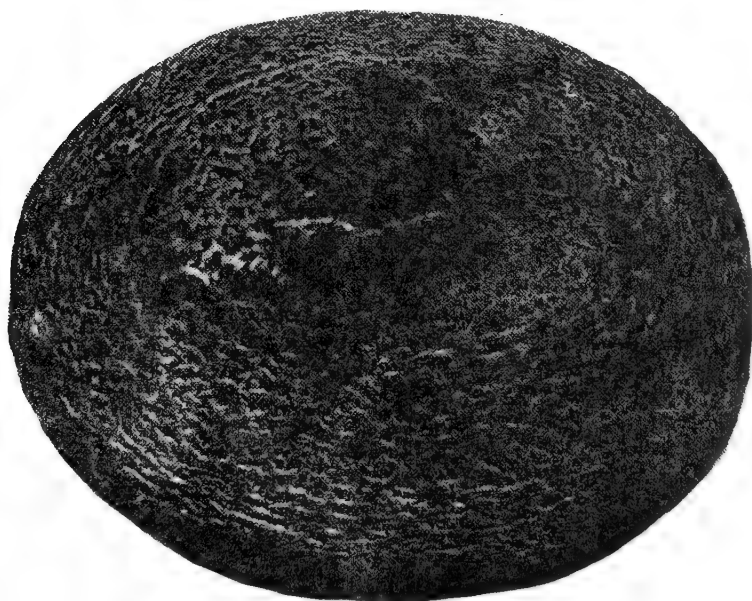
Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.10; 1 pound, \$1.85; 2 pounds, \$3.50; 5 pounds, \$8.15; 10 pounds, \$14.80.

Old Ironsides

★ THE OLD IRONSIDES is all that its name implies—a solid, firm melon that holds its firmness and quality over a long period after being picked on a full slip. It is a white-skinned, orange-fleshed cantaloupe, oblong in shape and with a heavy, distinctive netting. Old Ironsides is a melon with a smooth, sweet flesh of exceptional quality.

For several years the white-skinned, orange-fleshed melons have been gaining in popularity and have practically displaced the white-skinned, green-fleshed melons on the markets. There has been one feature, however, that has prevented their full success in some districts. This is the tendency to crack in wet weather that has characterized most white-skinned melons. Because of the high sugar content of this type, this cracking is difficult to overcome, but in Old Ironsides we have made considerable progress in this direction. The high sugar content has been retained, but with the tough rind and heavy net we have eliminated the tendency to crack in wet weather. The Old Ironsides is a new introduction that is worthy of a trial in your gardens.

Prices postpaid: Ounce, 15c; ¼ pound, 60c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.



Old Ironsides is aptly named.

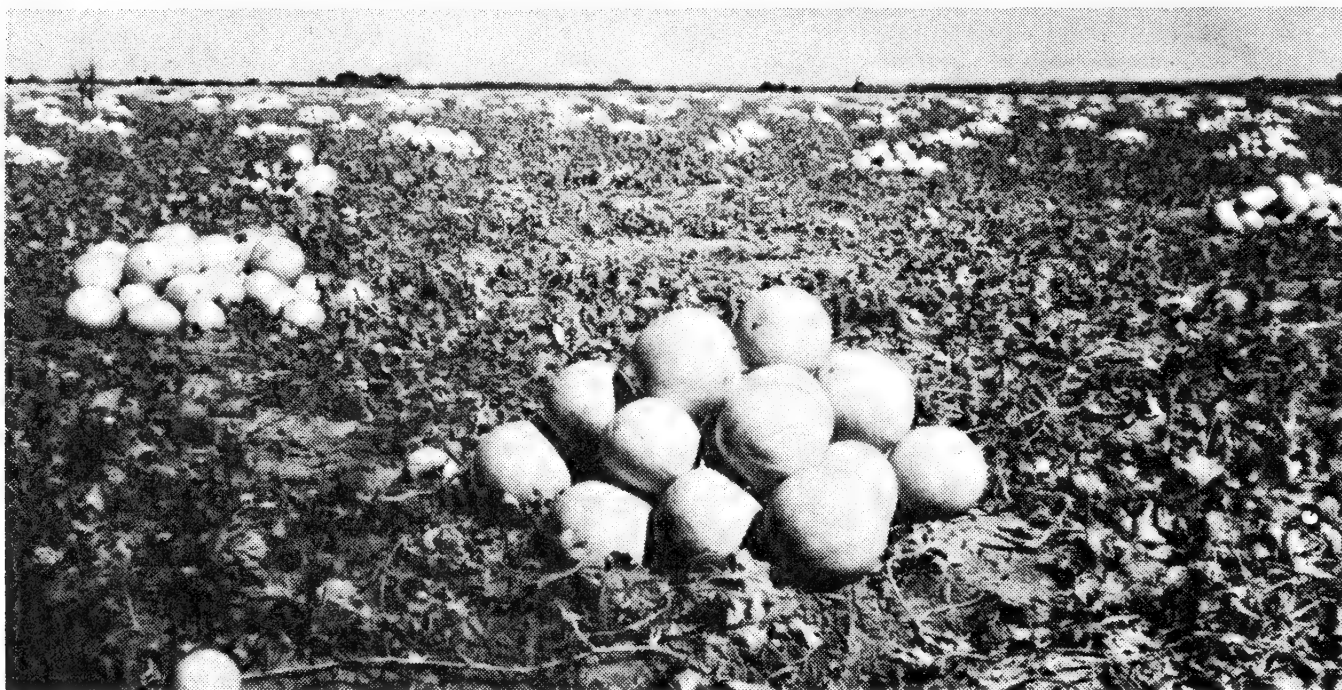
Honey Dew

★ THE REGULAR HONEY DEW is one of the old established winter melons, being introduced from Africa in 1911. It requires a long growing season, which prevents its being used in northern cantaloupe sections.

The Honey Dew plant is vigorous, with coarse, heavy vines. The melons are large, weighing from five to seven pounds, and are nearly round. The rind is thin but hard, and is smooth with no netting. The skin color is ivory white, changing to a light cream color as it ripens. The flesh is a light emerald green, and has an exceptional and distinctive sweetness.

This winter melon is a valuable addition to your garden because of its long-keeping qualities and because of its distinctive flavor.

Prices postpaid: Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.



The Honey Dew is a winter melon and can be held for long periods after picking.

Honey Ball

★ THE HONEY BALL is very similar in most respects to the Honey Dew, with the exception of size. It has been called a "small edition" of the Honey Dew. The Honey Ball has a white, hard rind and a green flesh. It is a small round melon, usually measuring about five inches in diameter. The flesh is firm and very sweet. Being a winter melon, it has excellent keeping qualities and is a splendid shipper.

Because the Honey Ball is very prolific, care should be taken in planting to see that the plants are not too closely grouped. Close planting and the natural prolificness of the Honey Ball might result in too small a melon.

If you have never grown the Honey Ball, then you have a unique experience ahead of you. We suggest that you try this long-keeping, sweet winter melon.

Prices postpaid: Ounce, 20c; ¼ pound, 60c; ½ pound, \$1.10; 1 pound, \$1.85; 2 pounds, \$3.50; 5 pounds, \$8.15; 10 pounds, \$14.80.

101 Special



THE "101 SPECIAL" has proven itself to be one of the finest of the older main crop varieties, and is still preferred in some cantaloupe sections to the newer introductions.

This melon is very uniform in size, running to the standard pack sizes, with a uniform netting and no sectors. The flesh of the "101" is smooth, sweet and firm. It is well suited for main crop plantings and for the market gardeners.

Prices postpaid: Ounce, 15c; ¼ pound, 50c; ½ pound, 90c; 1 pound, \$1.50; 2 pounds, \$2.85; 5 pounds, \$6.60; 10 pounds, \$12.00.

Burrell Gem



THE BURRELL GEM is one of those cantaloupes referred to as "pink meats." This is the result of its pink colored flesh surrounded by a dark green rind. The Burrell Gem is very solid, with a smooth, firm flesh and a small seed cavity. It is oblong in shape and has a thin netting. The Burrell Gem is an excellent shipper.

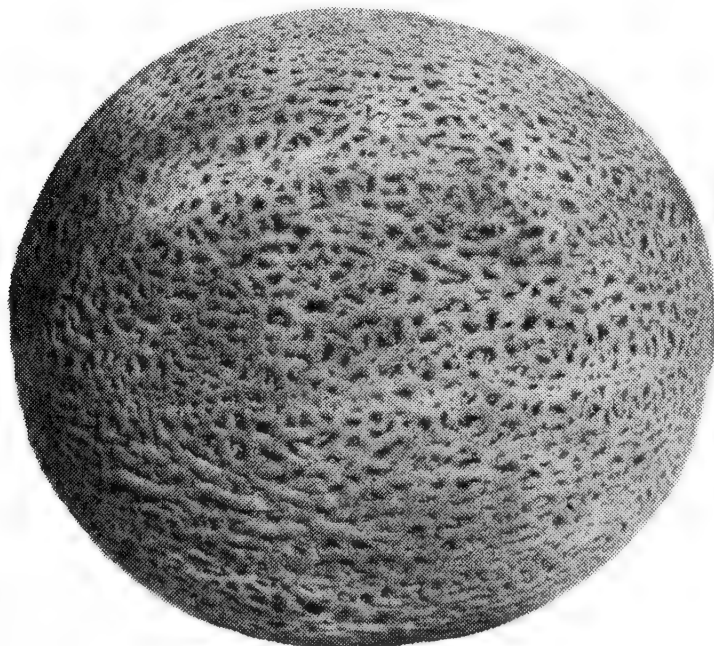
Prices postpaid: Ounce, 15c; ¼ pound, 50c; ½ pound, 90c; 1 pound, \$1.50; 2 pounds, \$2.85; 5 pounds, \$6.60; 10 pounds, \$12.00.

Early Watters



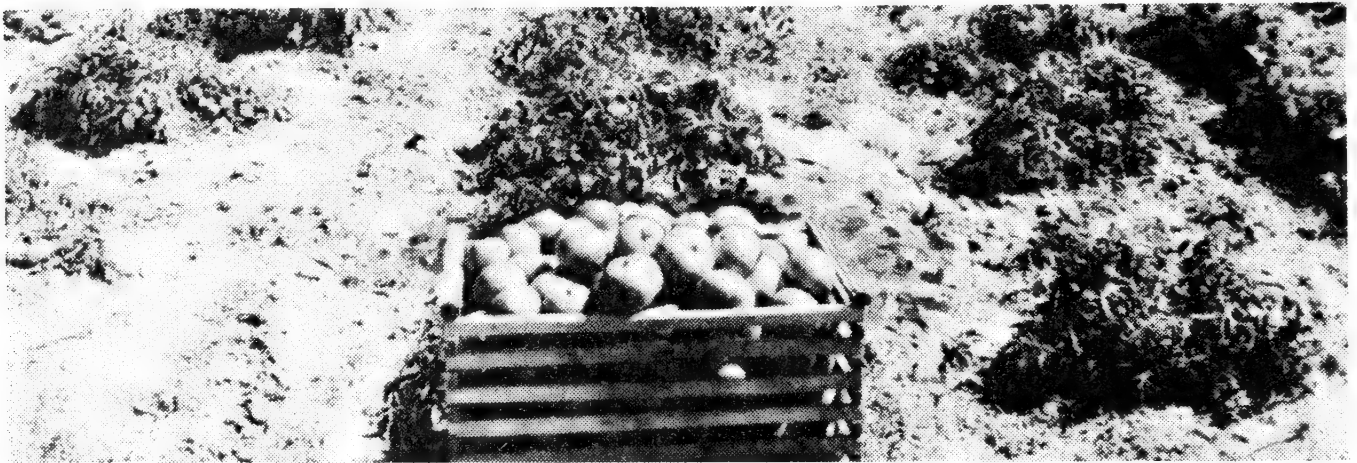
THE EARLY WATTERS is one of the original green-fleshed melons and is a selection from the old Netted Gem variety. The Early Watters germinates very strongly, producing vigorous vines; the fruit sets early and the crop matures in a very short time, yet it is extremely prolific. It is fully a week earlier than the main crop varieties. The Early Watters is one of the melons that made the Rocky Ford cantaloupe famous.

Prices postpaid: Ounce, 15c; ¼ pound, 50c; ½ pound, 90c; 1 pound, \$1.50; 2 pounds, \$2.85; 5 pounds, \$6.60; 10 pounds, \$12.00.



GARDEN SEEDS

- ★ A SELECT GROUP of garden seeds are offered to our customers on the following pages. This list of vegetable seeds is not by any means complete, but you will find the seed of each kind offered is of high quality. You will find, listed in this section of our catalog, most of the vegetables that you will want to grow in your garden this coming season. When you have made your selections and sent us your order, we assure you that you will receive seed that will make your garden a pleasure and a success. All your orders will have our careful attention, and shipment will be made to you immediately on receipt of your order.



A section of our trial plots for garden seed. In the center of the photograph are Bounty tomato plants.

TABLE BEETS

- ★ TABLE BEETS may be planted as early in the spring as the ground can be worked, since they can stand light frosts. A moist soil that is well drained suits beets to perfection. One ounce of beet seed will plant about 100 feet of row and should be planted about one inch deep. The rows should be 16 to 20 inches apart and the plants should be thinned out to stand three inches apart in the row. Beets may be stored for winter use with very little trouble by packing them in sand or loose soil in a cool cellar where they will not be touched by frost.

Crosby's Egyptian

- ★ A WIDELY GROWN variety of table beets for home and market gardeners that matures in about 55 days. The roots are semi-globe shaped, about three inches in diameter and have a small tap root. The skin is dark purplish red and the flesh a deep red with lighter zones. Tops are medium in size.

Prices postpaid: Ounce, 25c; ¼ pound, 70c; ½ pound, \$1.30; 1 pound, \$2.25.

Perfected Detroit

- ★ THIS IS an improved Detroit Dark Red beet, maturing in about 55 days, and is one of the finest beets for canning and shipping. The tops are small, slender, and erect. The roots are globe shaped, symmetrical, with a small collar and small tap root, and are very uniform. The flesh is a very dark red, showing hardly any zones. It is tender, fine grained and exceptionally sweet.

Prices postpaid: Ounce, 30c; ¼ pound, 90c; ½ pound, \$1.70; 1 pound, \$3.00.

BEANS

- ★ BEANS WILL PRODUCE well on most soils if planted after the soil is reasonably warm and dry. The bean rows should be spaced 18 inches apart and the seed about three inches apart in the row and about two inches deep. A pound of seed will plant about 100 feet of row. Plants should not be thinned but should have frequent shallow cultivations. For a continuous supply of beans, seed may be planted every two weeks until midsummer.

Burpee's Stringless Green Pod

- ★ THIS IS ONE of the finest round pod varieties, both for table use and for shipping. Maturing in about 50 days, the pods are six inches long, slightly curved and very thick, even when young. The pods are meaty and juicy, with no sign of strings; they are brittle and of fine flavor. The plants are medium large and retain the bush form. The seeds are medium in size and dark brown in color.

Prices postpaid: ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

Full Measure

- ★ THIS COMPARATIVELY new variety is rapidly being recognized as one of the very best stringless green pod beans of the main crop sort. As indicated by its name, it is very productive, yielding fine stringless green pod beans about six inches long, straight, very fleshy, pencil podded and creased backed. The plant is well branched and very productive, yielding the heavy pods throughout a long season. Matures in about 54 days.

Prices postpaid: ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

Henderson Bush Lima

- ★ THE VARIETY is one of the earliest of the Lima beans in maturing, taking about 65 days. The plants grow 18 to 24 inches tall, are of sturdy, erect growth and heavily loaded with pods. The beans, when ripe, are a beautiful ivory color, and when picked as green-shelled beans are of delicious flavor. The Henderson Bush Lima is a reliable crop that is very productive and free from mildew. It thrives in ordinary soil and has proven to be an excellent variety for home gardeners.

Prices postpaid: ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

Hopi Indian

- ★ THIS IS a comparatively new bean that has proven valuable in the Great Plains area because of its vigor and hardiness. The Hopi bean is medium early, maturing in 75 days, producing a bean that is midway in size between the bush lima and the older pole beans. For those who like beans in the green stage for cooking, there is none better than the Hopi. This bean should be planted about one-third as thickly as the regular lima beans, yet it will produce as heavy a crop of beans.

Prices postpaid: ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

Michelite Navy

- ★ THIS SHELL BEAN is similar to the Improved White Navy bean but is of better quality and more uniform. It is a very productive strain, maturing in about 90 days. This is a bush type, producing a small white soup bean for use in the dried condition. We grew a fine crop of seed of this variety and can recommend it to you.

Prices postpaid: ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

CUCUMBERS

- ★ CUCUMBERS planted in rich loamy soil after danger of frost is past will give you best results. Fertilization with well-rotted manure will be beneficial. The seed may be planted in hills or drill rows about four feet apart, and covered with one inch of soil. Three pounds will plant a drilled acre. If planted in hills, use eight to ten seed to the hill, and when the plants have four or five leaves, thin out, leaving the three or four strongest plants to the hill. Frequent cultivations are desirable. Keep the cucumbers picked off as they reach the desired size in order that more fruit will set on, increasing your yield. Bordeaux mixture is used as a spray for many foliage diseases. Several different dusts are on the market for controlling the striped cucumber beetle.

Straight-8

- ★ THE STRAIGHT-8 CUCUMBER, an "All America" winner in 1935, is an outstanding variety. This white spine is one of the finest slicing cucumbers on the market. It is deep green in color, free from striping, symmetrical in shape with well rounded ends. The Straight-8 is about two inches in diameter and eight inches in length. The vines are vigorous and very productive. We believe this variety to be one of the best that we offer.

Prices postpaid: Ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00; 2 pounds, \$5.70; 5 pounds, \$13.20; 10 pounds, \$24.00.

A & C

- ★ THIS IS a dark green slicing cucumber that has become popular with shippers. The A. & C. is a splendid cucumber in all particulars and can be especially recommended because of its very dark green color which makes an attractive appearance on the market. Its eating qualities are excellent, being free from any bitterness, and the flesh is crisp and white. The fruit is straight and averages from 10 to 12 inches in length. We can recommend the A. & C.

Prices postpaid: Ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00; 2 pounds, \$5.70; 5 pounds, \$13.20; 10 pounds, \$24.00.

Taxpayer

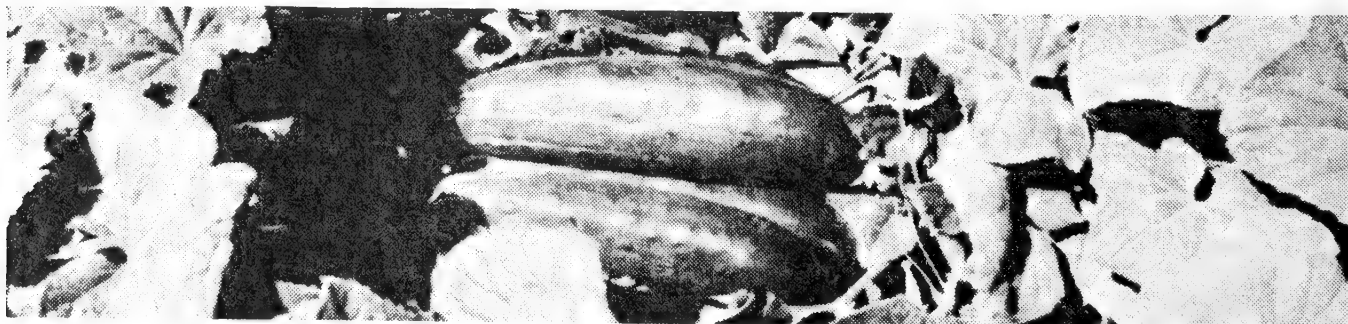
- ★ THE TAXPAYER can be described as an improved Early Fortune, since it has many of the characteristics that made the Early Fortune one of the leading cucumbers for many years. It is early in maturing, is an excellent shipper, and is mild in flavor. The Taxpayer is an improvement over the Early Fortune in its coloring, which is an attractive dark green, carried around the tip of the fruit. It does not have the light striping that characterized the Early Fortune. The fruit is uniformly eight to nine inches in length. We suggest that you try the Taxpayer.

Prices postpaid: Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.

Earliest of All

- ★ THIS IS an exceptionally early variety, yielding fine quality fruits in profusion. The cucumbers are quite uniform, very large, and of a dark green color. The Earliest of All is especially fine for the home garden and local markets where early cucumbers are desired.

Prices postpaid: Ounce, 20c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.



Your selection of varieties will depend upon the use for which the cucumber is intended. We are offering varieties best suited for slicing and others equally as good for pickling.

CUCUMBERS

Davis Perfect

- ★ THIS IS one of the leading commercial varieties and is an ideal cucumber for long shipments. For the market gardener and the home gardener it is one of the standard varieties. The fruits average nine to eleven inches in length, two and one-half to three inches in diameter. Its fruits are a dark green color and the flesh is solid and of fine quality. The vines are vigorous and prolific.

Prices postpaid: Ounce, 20c; ¼ pound, 55c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

Early Fortune

- ★ THIS IS one of the most extensively used cucumbers in all the shipping sections. Its popularity is a result of its earliness, its uniformity, its high quality and deep green color. This is a white spine cucumber averaging eight to nine inches in length and about two and a half inches in diameter. You will make no mistake in growing the Early Fortune.

Prices postpaid: Ounce, 20c; ¼ pound, 55c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

Improved White Spine

- ★ THIS IS a standard variety. A uniform and shapely cucumber, not only for early but also for general crop purposes. Vigorous grower and great bearer. Very fine for slicing and splendid for home garden and market. The fruits are nine to ten inches long, thick fleshed, with small seed space.

Prices postpaid: Ounce, 20c; ¼ pound, 55c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.

Ryan Pickling

- ★ THIS PICKLING CUCUMBER is our own selection from the Chicago Pickling. It is a very prolific variety, producing fruit of a uniform size and good color. This pickling cucumber is an early strain that will please the home gardener and the commercial grower.

Prices postpaid: Ounce, 25c; ¼ pound, 65c; ½ pound, \$1.20; 1 pound, \$2.00; 2 pounds, \$3.80; 5 pounds, \$8.80; 10 pounds, \$16.00.

Klondike

- ★ THIS IS an excellent strain of the white spine. The Klondike has great merit in quality, prolificness and firmness of flesh. The fruit, when mature, averages about eight inches in length and about two and a half inches in diameter. The cucumber is of a medium dark green color and is used for both slicing and pickling.

Prices postpaid: Ounce, 20c; ¼ pound, 55c; ½ pound, \$1.05; 1 pound, \$1.75; 2 pounds, \$3.35; 5 pounds, \$7.70; 10 pounds, \$14.00.



The Taxpayer cucumber.

SWEET CORN

- ★ SWEET CORN should be planted after all danger of frost has past and the soil has become warm. Plantings should be made in succession every two weeks, or, better still, use different varieties that mature at different dates. One pound of seed will plant about 200 feet of row. The rows should be three or four feet apart and the seed planted four to six inches apart in the row, later thinning to 12 inches. In hill plantings the hill should be three to four feet each way, with six to eight kernels planted to the hill, thinned later to four plants to the hill. Corn should be planted in blocks rather than in a single long row to insure pollination.

Seneca Golden Hybrid

- ★ WE HAVE selected this variety as one of the best hybrid varieties of sweet corn. Hybrid sweet corn has become very popular and very successful, and we are sure that you will find the Seneca Golden Hybrid a splendid variety. It is a variety that grows about five and a half feet tall, producing two fine ears to the stalk, maturing in 75 days. The kernels are large, golden yellow, and of high quality. This is an excellent green corn and is equally good for dehydrating.

Prices postpaid: ½ pound, 40c; 1 pound, 70c; 5 pounds, \$3.10.

Country Gentleman

- ★ THIS IS one of the most delicious varieties of sweet corn available, and one of the richest flavored of all late varieties. The plants are vigorous growers, with ears seven to eight inches long, maturing in 90 days. The kernels are deep and slender, and set without regular row formation. This shoe-peg type corn is one of the best white varieties.

Prices postpaid: ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.



SWEET CORN

Golden Bantam

- ★ THIS WELL KNOWN variety is the leading early sort where the yellow sweet corn is in demand. The Golden Bantam is extra early and very hardy. The plants are from five to six feet tall, with ears five to six inches long. When the corn is ready for the table the kernels are a bright, golden yellow and are deliciously sweet, tender and juicy. For the early home garden it cannot be excelled.

Prices postpaid: ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

Stowell's Evergreen

- ★ THIS IS a late variety, maturing in 95 days, that is very popular with market gardeners. The plants are tall, producing large ears eight to nine inches long, set with 16 to 18 rows. The kernels are sweet, tender and white, holding their flavor for a considerable time.

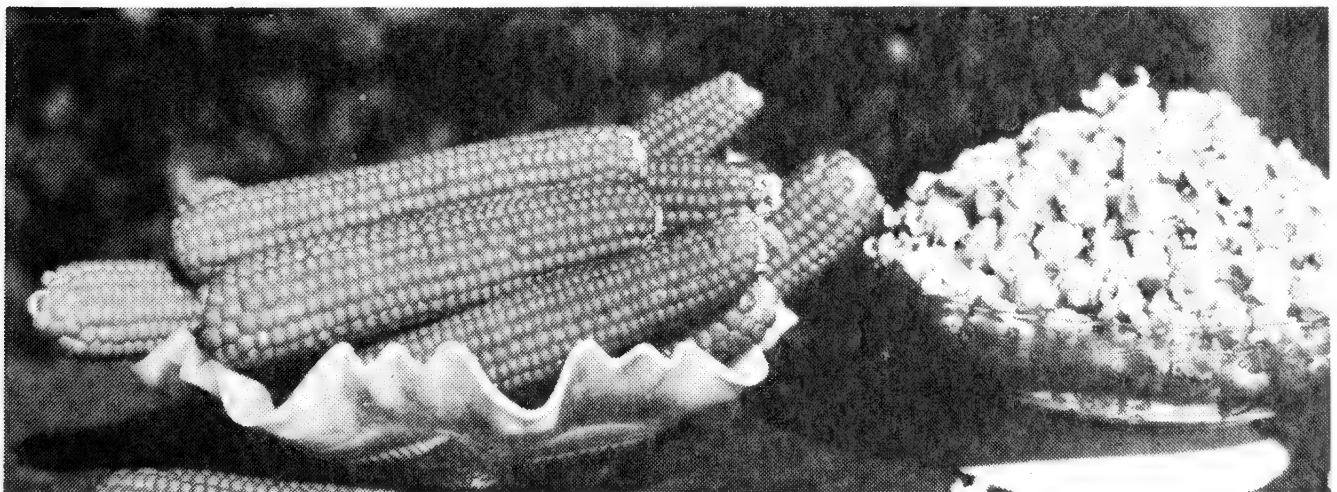
Prices postpaid: ½ pound, 25c; 1 pound, 40c; 5 pounds, \$1.75.

POP CORN

Sunburst

- ★ MANY YEARS of careful selective work produced the Sunburst pop corn seed we offer this season. This autumn, as in previous years, the pop corn fields were carefully worked to select plants producing at least two fine ears of pop corn. Careful attention in seed breeding has now produced an ear nine to ten inches long, well filled with amber colored corn. After being selected for yield, size and color, this corn must pass a strict popping test before being sold for seed. This corn increases 30 volumes in popping. Sunburst pops are snowy white and very soft and tender. Take advantage of the long years of work which developed Sunburst pop corn. You will find it a better variety.

Prices postpaid: ½ pound, 20c; 1 pound, 35c; 5 pounds, \$1.55.



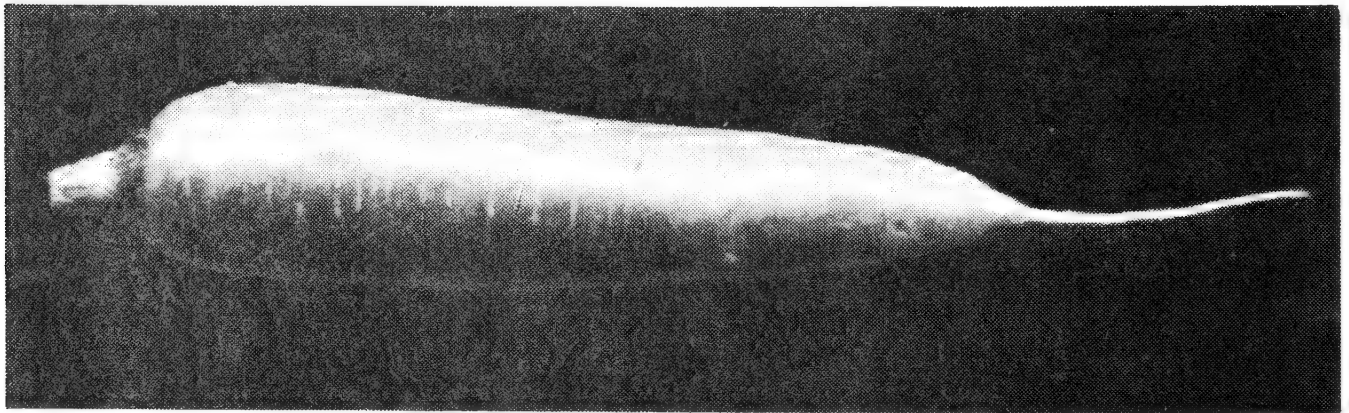
Superb quality is the distinguishing characteristic of the Sunburst pop corn.

CARROT

Imperator

- ★ THIS is an outstanding type of carrot that is ideal for home and garden use. The roots are seven to eight and a half inches in length, and one and three-fourths to two inches in diameter. They are smooth and uniformly tapered to a semi-blunt end. The flesh is a rich orange color with an indistinct core, tender, fine grained and of the best quality. The tops are medium and well suited for bunching. As soon as the soil can be worked, carrots should be planted in rows not less than 12 inches apart. A quarter ounce of seed will sow 100 feet of row, and three pounds will sow an acre. The seed should be covered about one-half inch deep and the plants thinned to stand two to three inches apart. Successive plantings can be made every two weeks until midsummer. Carrots may be easily stored for winter use in the same manner as beets.

Prices postpaid: Packet, 10c; ounce, 60c; ¼ pound, \$2.15; ½ pound, \$3.60
1 pound, \$6.00.



The Imperator is one of the finest carrot varieties.

LETTUCE

- ★ LETTUCE is the nation's most popular vegetable for salads, and will grow in practically any good soil. The seed should be planted as soon as the soil can be worked in the spring, using a quarter ounce to the 100 feet of row. This thin planting of seed should be covered with one-half inch of fine soil. Since lettuce grows best during the cool seasons of the year, plantings should be made accordingly, or the plants can be started in hotbeds and set outdoors as early as weather permits. We are offering a good heading type and a good loose-leaved variety.

New York No. 12

- ★ THIS is a good standard variety of head lettuce of the flat-head type, producing large solid heads. Head lettuce seed is very short this season, and we are forced to limit amounts.

Prices postpaid: Packet, 10c; ounce, 35c; ¼ pound, \$1.00.

Grand Rapids Forcing

- ★ THIS is a loose-leaved variety that is especially good for outdoor planting and for forcing in the greenhouse. It is a hardy, disease-resistant variety, with large upright plants. The leaves are bright green, large and curled. This early variety is tender and sweet.

Prices postpaid: Packet, 10c; ounce, 20c; ¼ pound, 60c; ½ pound, \$1.15;
1 pound, \$1.90.

SWEET SPANISH ONIONS



WE OFFER SWEET SPANISH onion seed that has been grown by ourselves from bulbs carefully selected for size, color and keeping qualities. The Sweet Spanish onion is very mild but still retains the genuine onion flavor. It is nearly round, about two and a half to 3 inches or more in diameter, and has a yellowish brown color. This is a heavy yielding, uniform strain, maturing in about 110 days, and has excellent keeping qualities. Onions should be planted as early in the spring as the soil can be prepared and planted at the rate of a quarter ounce of seed to the 100 feet of row, with the rows 18 inches apart. The seed should be covered with an inch of fine soil. Hoeing and cultivating should be as often as possible to keep down all weeds and grass. At harvest time the onions should be pulled and left in windrows in the garden until the tops have dried. The tops may then be cut off and the onions stored in a cool, dry place.

Prices postpaid: Ounce, 85c; ¼ pound, \$2.90.



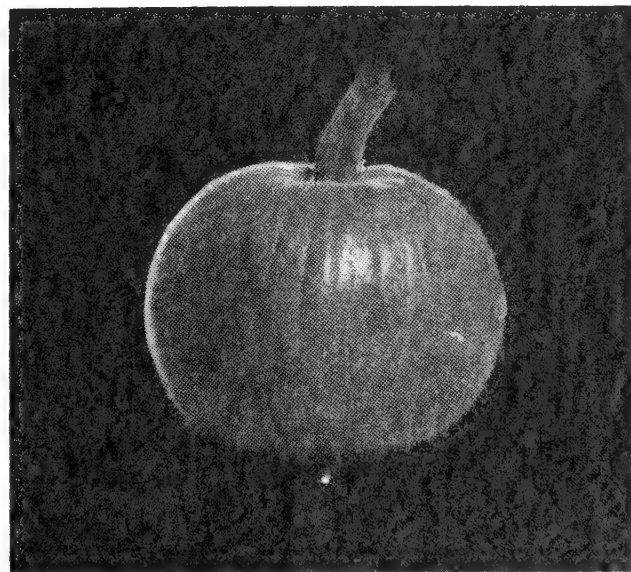
An onion seed field ready for harvest. This season good onion seed is again very scarce.

PUMPKIN

Small Sugar



THIS is the famous New England Pie pumpkin and is the finest sort for home and market gardens. The fruits are round, flattened at the ends and weigh about six pounds. The skin is hard, smooth and reddish orange in color. The rich orange flesh is fine grained and sweet. The Small Sugar pumpkin is an excellent keeping variety. Pumpkins should be planted in hills six to eight feet apart. The seed should be planted about an inch deep, with six to eight seeds to the hill, later thinning to the two best plants. An ounce of seed will plant 25 hills, and four to five pounds should plant an acre. Young plants are injured by frost, so planting should not be done until the weather is reasonably warm and settled. About 100 days is necessary for maturity.



The popular Small Sugar pie pumpkin.

Prices postpaid: Ounce, 15c; ¼ pound, 40c; ½ pound, 70c; 1 pound, \$1.20.

GARDEN PEAS

- ★ PEAS ARE one of the most popular garden vegetables. They should be planted as early in the spring as it is at all possible to work the ground, using both early and late varieties to give a continuous supply of peas. Make the rows two feet apart and cover the seed with one to one and a half inches of soil, using about a pound of seed to the 100 feet of row.

Little Marvel

- ★ THIS IS one of the finest early varieties, maturing in about 63 days. The dark green vines grow about 18 inches tall, and bear heavily. The pods are dark green, averaging three inches in length, are straight and square ended, containing seven or eight large peas of delicious flavor. A big point in its favor is that it remains in prime picking condition a week longer than other varieties.

Prices postpaid: ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

Dwarf Alderman

- ★ THIS IS a main crop variety that matures in about 75 days. The plants are very vigorous and grow about 24 inches tall. The pods are large, slightly curved and pointed. The peas are large, sweet and succulent. This popular variety is excellently suited for home and market gardens.

Prices postpaid: ½ pound, 25c; 1 pound, 45c; 5 pounds, \$2.00.

RADISH

- ★ RADISHES will grow on any soil. For the best quality the soil should not be allowed to dry out, as this will develop a sharper flavor. One ounce of seed will plant 100 feet of row. Make the rows a foot apart and sow the seed one-half-inch deep. The seedlings should be thinned to one inch apart. Successive plantings can be made to furnish fresh, crisp radishes over a long period.

Early Scarlet Globe

- ★ A GLOBE-SHAPED radish maturing in about 23 days. The roots are one and a half inches long, with small tap roots. The skin is a bright scarlet and the flesh a pure white, crisp and tender. The tops are small and suited for bunching.

Prices postpaid: Packet, 10c; ounce, 15c; ¼ pound, 30c; ½ pound, 60c; 1 pound, \$1.00.

Iceberg

- ★ A FINE, LONG white radish maturing in about four weeks. The roots are five inches long, slender and straight. The skin is pure white, thin and tender. The flesh is clear white, juicy and mild. The tops are small.

Prices postpaid: Packet, 10c; ounce, 15c; ¼ pound, 30c; ½ pound, 60c; 1 pound, \$1.00.

TOMATOES

- ★ TOMATOES should be grown in every garden, and it is quite simple for you to grow your own plants. Seed may be planted in a hotbed or in a shallow box in the house. About five weeks should be allowed for the plants to reach the proper size for transplanting out of doors when the weather has become warm and danger of frost has passed. Sow the seed in rows three inches apart, covering with one-fourth inch of soil. When the plants are about two inches tall, transplant to a larger box or cold frame and space about four inches apart. When transplanted to the garden plant in rows four feet apart and three to four feet apart in the row. The plants should be hardened off before setting in the open by giving them plenty of air and letting the soil get somewhat dry. Be sure, however, to give the plants plenty of water a few hours before moving them.



The Bounty is one of the heaviest yielding, early varieties of tomatoes, and we recommend that you try it this season.

Bounty

- ★ THIS SPLENDID early variety, a cross between Allred and Break O'Day, was developed by the North Dakota Agricultural Experiment Station. It is a determinate-vine variety, growing a small, compact vine heavily loaded with solid, meaty, medium-sized, bright red tomatoes. The quality of these extra early tomatoes is very high and culls are few. It is a good shipper as well as a fine home and market garden tomato. Yields are exceptionally heavy. We urge every gardener to try this tomato, for we have found the Bounty to be one of the finest we have ever grown.

Prices postpaid: Packet, 10c; ounce, 65c; ¼ pound, \$2.35; ½ pound, \$3.90; 1 pound, \$6.50.

Marketeer

- ★ THE MARKETEER tomato is one of the finest main crop tomatoes offered to the gardeners of America. It is deep red in color, and has thick meat with solid midwalls. The seed cavities are exceedingly small with few seeds. The fruits are large and smooth and make excellent shippers. The Marketeer is an ideal tomato for the market gardener.

Prices postpaid: Packet, 10c; ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00.

Break O'Day

- ★ THIS is a wilt-resistant variety developed by Dr. Pritchard from the Marglobe and Marvana. It resembles the Marglobe in shape and size, being large and almost round. The fruits are solid, meaty and scarlet in color. The vines are open and spreading with medium foliage. The Break O'Day is an early tomato that is becoming very popular with home gardeners.

Prices postpaid: Packet, 10c; ounce, 30c; ¼ pound, \$1.10; ½ pound, \$2.00; 1 pound, \$3.50.

TOMATOES

Matchless

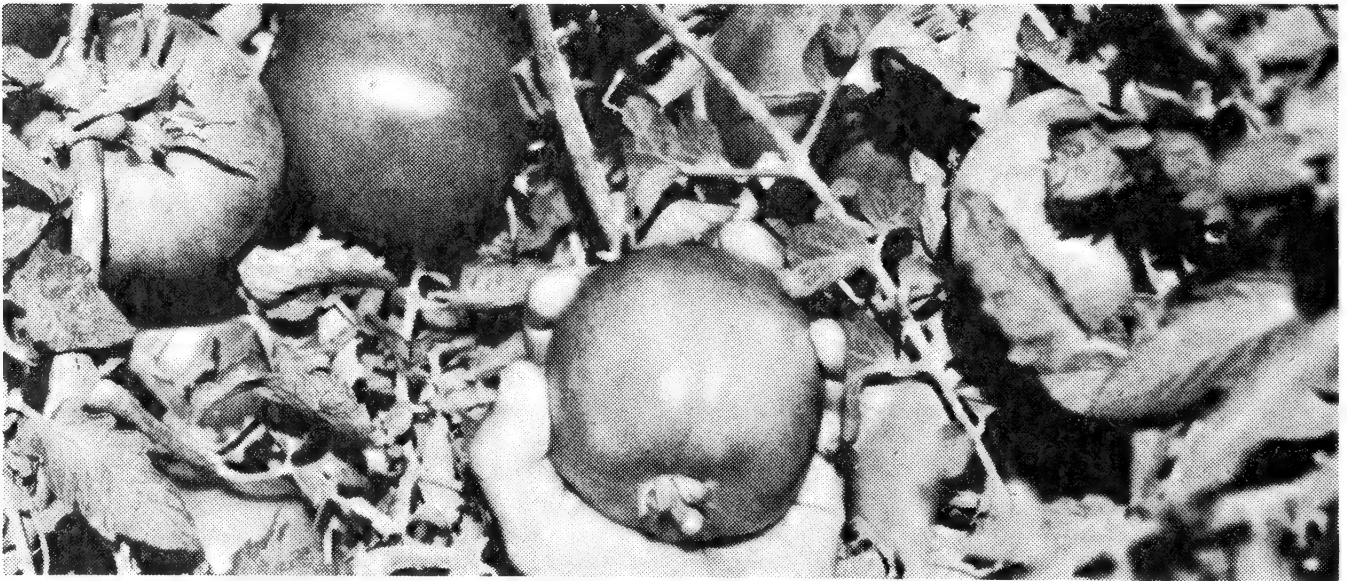
- ★ A LARGE main crop tomato, and as its name indicates, it is matchless in size, color, and productiveness. It is a worthy competitor of the unexcelled Marketeer. The Matchless is a strong, vigorous grower with sturdy vines, producing an abundant crop of large handsome, rich, scarlet-red, perfectly smooth tomatoes. Its fruits are solid and heavy and have long keeping qualities.

Prices postpaid: Packet, 10c; ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00.

Chalk's Early Jewel

- ★ A LARGE, smooth and nearly round tomato. The fruits are a bright red, deep, solid, and very meaty. This variety is one of the best for the home garden and is used very extensively for canning. The Early Jewel has long held a reputation for quality.

Prices postpaid: Packet, 10c; ounce, 25c; ¼ pound, 90c; ½ pound, \$1.50; 1 pound, \$2.50.



The Break O'Day is outstanding for its smooth, uniform fruits and its resistance to wilt.

Indiana-Baltimore

- ★ THIS IS an improved strain of the Greater Baltimore. The Indiana-Baltimore is a mid-season tomato, heavy, firm, and thick-meated. The fruits are deep red, free from cracks and ridges. This variety is one of the heaviest producers we offer.

Prices postpaid: Packet, 10c; ounce, 30c; ¼ pound, \$1.00; ½ pound, \$1.80; 1 pound, \$3.00.

West's Early

- ★ AN EARLY TOMATO of excellent qualities, its ripening time is three or four days ahead of the Chalk's Early Jewel. Fruits are a bright red, round and with deep, firm flesh. It is a very prolific tomato, with strong, vigorous plants. A fine tomato for the market gardener.

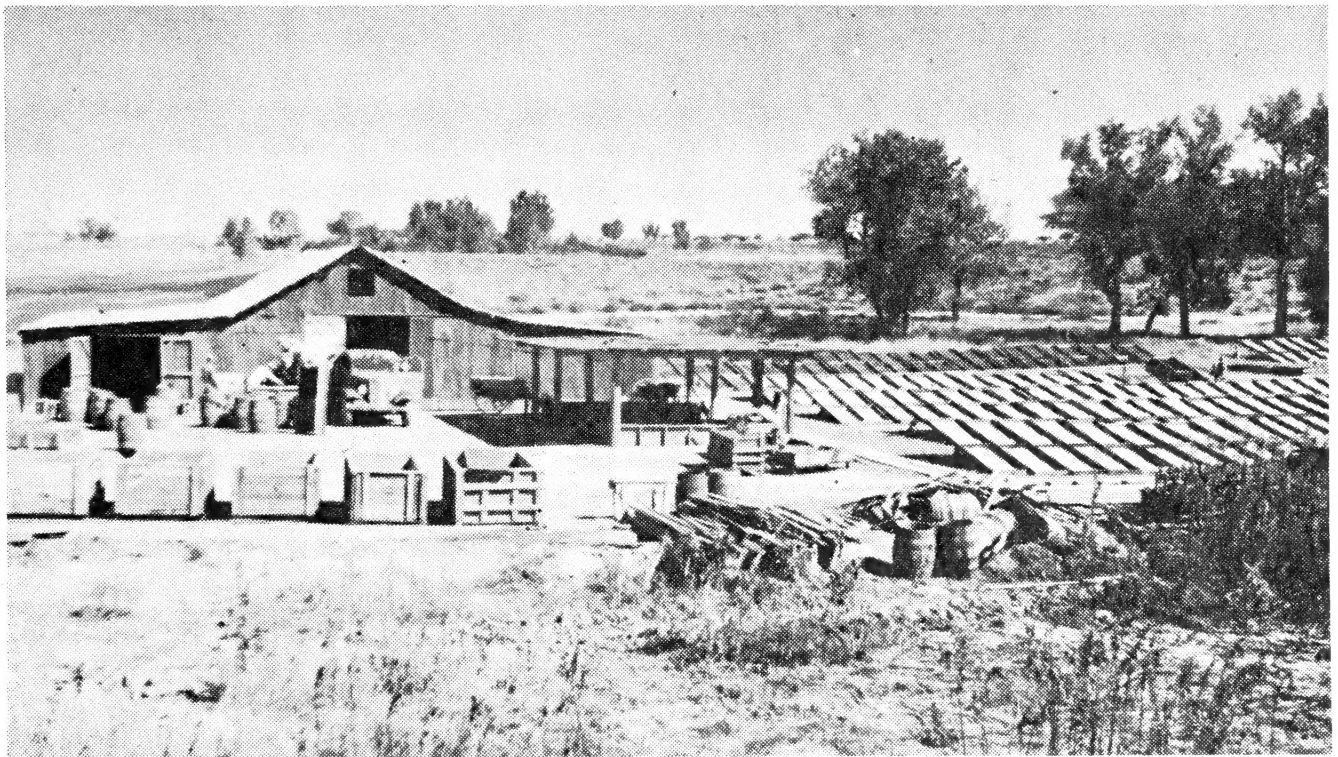
Prices postpaid: Packet, 10c; ounce, 25c; ¼ pound, 90c; ½ pound, \$1.50; 1 pound, \$2.50.

SQUASH

Early White Bush Scallop

- ★ THIS IS a standard summer scalloped squash for home and market gardens. It matures in about 53 days, producing a round, flat squash that is smooth with scalloped edges. They are about three inches thick and eight inches in diameter, a bright green when young, changing to pure white as the fruit matures. It should be planted in hills or rows four feet apart, using eight to ten seed to a hill, and thinning to the best four plants. An ounce of seed will plant 25 hills.

Prices postpaid: Ounce, 15c; ¼ pound, 50c; ½ pound, 90c; 1 pound, \$1.50.



WATERMELON

Black-seeded Klondike

- ★ THESE KLONDIKES are short green melons, oblong, tapering to the blossom end, and will weigh 18 to 20 pounds. The flesh is a deep red and very sweet. The seeds are small and black. This early variety matures in about 80 days and is one of the popular market melons. They may be planted as soon as danger of frost is past, planting in hills six to eight feet apart. About eight seeds are used to the hill, planted about an inch deep. The plants should be thinned to the two or three best plants to the hill. An ounce of seed will plant about 30 hills.

Prices postpaid: Ounce, 15c; ¼ pound, 50c; ½ pound, 90c; 1 pound, \$1.50; 2 pounds, \$2.85; 5 pounds, \$6.60; 10 pounds, \$12.00.

REGARDING YOUR ORDER



WE HOPE that you have enjoyed studying our catalog. We have tried to make it both interesting and attractive, but above all else, we have tried to make it accurate. The quality of our seeds demand that they be presented fairly, and the reputation of our Association demands honesty in this presentation.

As a result of your study of this 1944 manual, we hope that we will have your order again this season.

We want to assure you that you will receive only the finest stock when sending us your order. We pay all transportation costs, sending the seed to you either by parcel post or by express. If you should prefer either parcel post or express, please mention that preference. We will ship your order the same day it is received, and we guarantee safe arrival of your order.

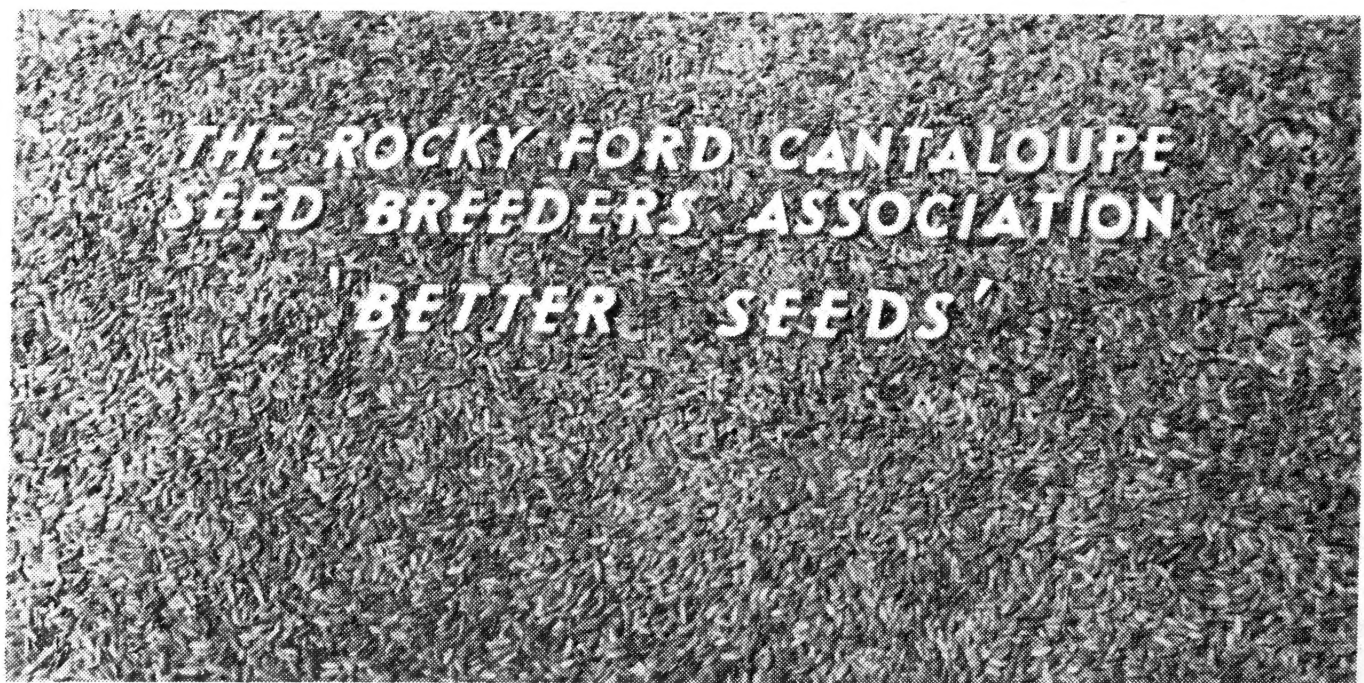
Enclosed with this 1944 manual is an order form. By filling out this blank completely you will assist us in handling your order promptly and accurately. Give your name and complete address legibly. Check the manner of shipment that you prefer. Note the amount that is enclosed in payment of your order. Payment may be made by stamps if one dollar or less; if more than one dollar, payment may be by check or money order. Any remarks that you may care to make will be appreciated.

In common with other members of the American Seed Trade Association, our seed is offered subject to the following disclaimer: The Rocky Ford Cantaloupe Seed Breeders Association gives no warranty, express or implied, as to the productiveness of the seed it sells and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed.

As we prepare our prices for seed in this catalog, we do not have definite information as to whether the government will place ceilings on the prices of these seeds. Hence we find it necessary to make a statement here that all prices are dependent upon any action the government may see fit to take regarding prices of seed.

ADDRESS YOUR ORDER AND ALL CORRESPONDENCE TO

**THE ROCKY FORD CANTALOUPE SEED BREEDERS ASSN.
ROCKY FORD, COLORADO**



Characteristics of the Leading Cantaloupe Varieties

On the accompanying chart are listed the principal cantaloupe varieties. Each melon is briefly described, but on such a chart it is impossible to show all the characteristics of each and to show exactly how one differs from another. For a complete description of each melon turn to the page reference in this catalog.

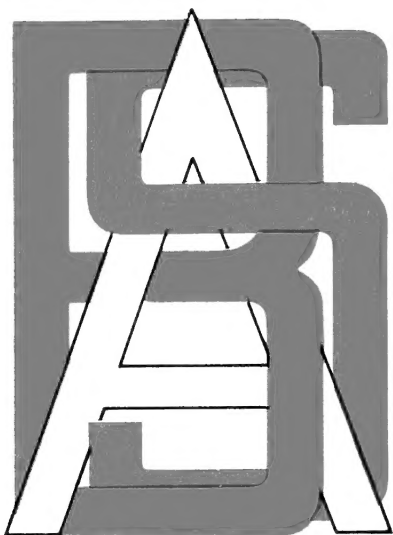
We hope that presenting these melons listed in chart form will be of assistance to you in making out your order.

VARIETY Listed in Alphabetical Order	Chief Use	Days to Harvest	Skin Color	Flesh Color	Shape	Netting	Size	Page Reference
BURRELL GEM	Home, Market, Shipping	90- 95	Dark	Salmon	Oblong	Medium	8 x5½	19
D-2 (new)	Shipping	92- 97	Dark	Salmon	Oval	Heavy	7 x6½	8
EARLY MAY	Home, Market	86- 91	Dark	Salmon	Globe	Heavy	6 x5¾	10
EARLY WATTERS	Home, Market	87- 92	Dark	Green	Oval	Medium	5½x5	19
FOUR-FIFTY (new)	Shipping	97-102	Dark	Salmon	Oval	Heavy	6½x6	3
GLOBO DE ORO	Home, Market, Shipping	95-100	White	Orange	Short Oval	Slight	6 x5½	15
HEARTS OF GOLD	Home, Market, Shipping	89- 94	Dark	Pink	Globe	On ribs only	5¾x5½	12
HONEY BALL	Market, Shipping	100-105	White	Green	Globe	Slight	5 x5	18
HONEY DEW—Regular	Home, Market, Shipping	105-110	White	Pale Green	Short Oval	None	7½x7	18
JADE BEAUTY	Home, Market	97-102	White	Green	Globe	Medium	5½x5½	16
MAMMOTH GOLDEN GLOBE	Home, Market	95-100	White	Orange	Short Oval	Slight	7½x7	16
MEL-O-GOLD	Home, Market, Shipping	95-100	White	Pink	Short Oval	Slight	6 x5½	15
MILDEW RESISTANT No. 1	Home, Market	92- 97	Dark	Salmon	Oval	On ribs only	7 x6½	13
MILDEW RESISTANT No. 8	Home, Market	95-100	Dark	Salmon	Oval	On ribs only	7 x6½	13
MILDEW RESISTANT No. 45	Shipping	95-100	Dark	Salmon	Oval	Heavy	6½x6	7
NINE THIRTY-SIX	Home, Market, Shipping	87- 92	Dark	Salmon	Oval	Heavy	6 x5½	5
No. 36 HALE'S BEST	Home, Market, Shipping	87- 92	Dark	Salmon	Oval	Heavy	6 x5½	9
No. 112 HALE'S BEST	Home, Market, Shipping	87- 92	Dark	Salmon	Oval	Heavy	6½x6	10
OLD IRONSIDES (new)	Market, Shipping	95-100	White	Orange	Oblong	Heavy	6½x5½	17
ONE HUNDRED-ONE SPECIAL	Home, Market, Shipping	96-101	Dark	Pink	Oval	Heavy	5½x5	19
QUEEN OF COLORADO (new)	Home, Market	85- 90	Gray	Orange	Oval	Coarse	6½x6	6
SEED BREEDERS	Home, Market, Shipping	85- 90	Dark	Salmon	Oval	Heavy	6 x5½	4
SIX-THREE (new)	Market, Shipping	94- 99	Dark	Orange	Globe	Heavy	5¾x5½	14
SUPERFECTO	Market, Shipping	89- 94	Dark	Orange	Oval	Heavy	5½x5	14
WEAVER SPECIAL	Home, Market	94- 99	White	Orange	Oval	Slight	6 x5½	17
WHITE KNIGHT	Home, Market	90- 95	White	Orange	Oblong	Slight	6½x5½	16
WHITE-SEEDED PINK PEARL	Home, Market, Shipping	90- 95	Gray	Pink	Oval	Very Heavy	6½x5¾	11

GOOD SEED



ROCKY FORD



CANTALOUPE



IS VITAL AMMUNITION ON THE FOOD FRONT

THE GOVERNMENT HAS URGED AN INCREASED PRODUCTION



The most important single factor in increased food production for the war effort is the seed that is planted. Pedigreed seed is vital to the best crop performance. Be sure that the seed you buy is the best obtainable. Poor seed is always too expensive. Good seed is always the cheapest factor in your crop regardless of the price. We can offer the finest quality seeds that can be produced.



**THE ROCKY FORD
CANTALOUPE SEED BREEDERS ASSOCIATION**